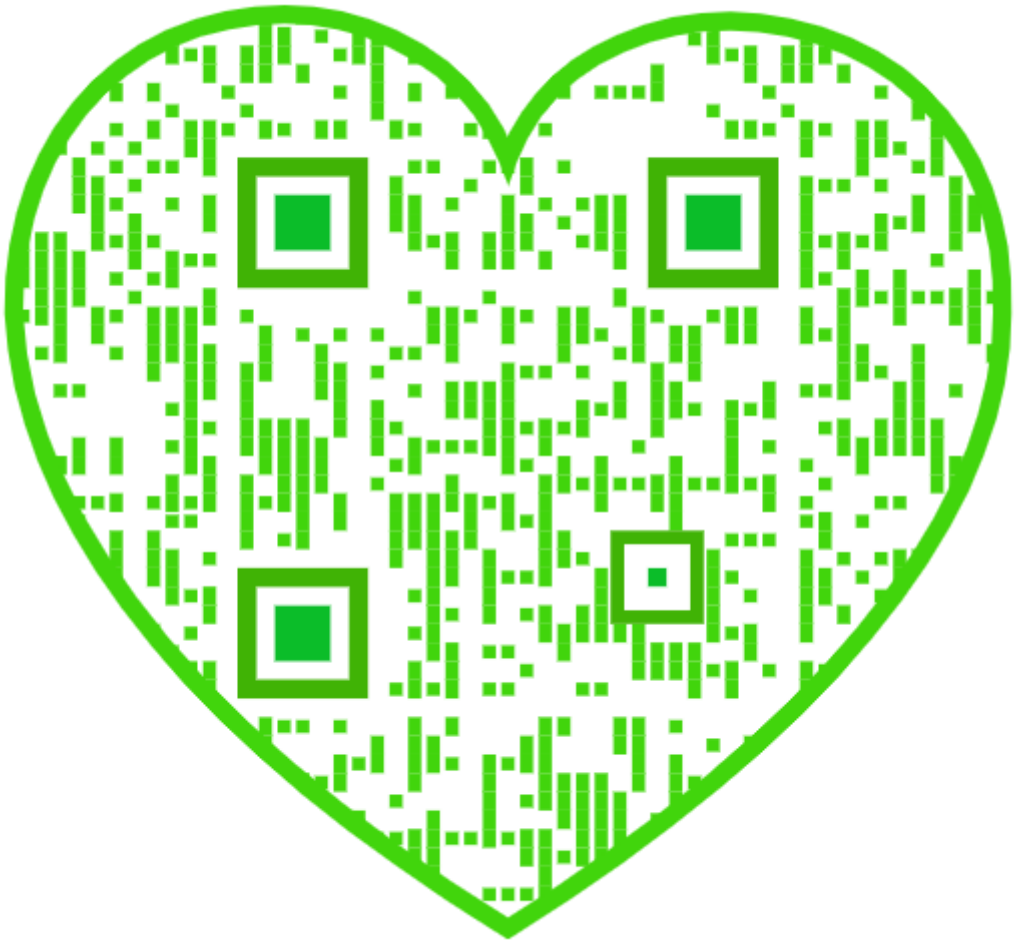
# HISTORY OF JOURNALISM IN SAN FRANCISCO

## TECHNOLOGICAL GROWTH OF THE PRESS 1850-1900

VOLUME VI



The Copy Desk
Fred Sayles

# HISTORY OF THE PHYSICAL GROWTH AND TECHNOLOGICAL ADVANCE OF THE SAN FRANCISCO PRESS

By

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And

Isom Shepard

VOLUME VI

E. L. Daggett, Supervisor

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## OBITUARY OF A WESTERN EDITOR

Ye editor sat in his ricketty chair, as worried as worried could be, for ye Devil was grinning before him there, and "copy" ye Devil sayed he.

Oh, ye editor grabbed his big quill pen, and it spluttered ye ink so free, that his manuscript looked like a war map when -- "Take this," to ye Devil spake he.

He scribbled and scratched through the livelong day, no rest or refreshment had he; for ye Devil kept constantly coming that way, and howled for more "cop-ee!"

Day after day he scissored and wrote, a-slaying the whole countree; while ye Devil kept piping his single note, "A little more outside cop-ee!"

And when ye boys in ye newsroom heard ye noise of ye fray, ye sound of a blow and a blasphemous word, "He's raising the Devil" say they.

And oft when a man with a grievance came in, ye Editor man to see, he'd turn his back with a word of sin -- "Go talk to the Devil!" sayed he.

And ever and oft, when a proof of his work ye proprietor wanted to see, "Ye proof shall be shown by my personal clerk; you must go to ye Devil," sayed he.

And thus he was destined, through all of his life, by this spirit tormented to be; in hunger and poverty, sorrow and strife, always close to the Devil was he.

Ye Editor died....<u>But ye Devil lived on</u>! And the force of life's habits we see; for ye Editor's breath no sooner was gone, than straight to the Devil went he.[1]

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[1] <u>California Mail Bag</u>, August, 1874.

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# INTRODUCTION

This history is intended to trace the evolution of San Francisco's daily newspapers from their inception during the Gold Rush to the turn of the century, with special emphasis on the technological advances and refinements in the publishing plants, and the evolution in the handling and treatment of news and advertising.

The development of the modern newspaper can be traced in all of its important phases in nearly every county or city in the nation where printing shops of various sizes and capital investments produce according to community needs, from obsolete equipment half a century old, or from streamlined multiple web presses roaring out soores of thousands of newspapers hourly.

Members of the profession and students of journalism who at some time in their lives have served their apprenticeships in a combination of duties on a suburban daily or weekly should find a bond of common interest and sympathy in the accounts contained herein of the headaches, heartaches, disasters, and triumphs of San Francisco's pioneer newspapermen.

Technical source material unavailable elsewhere was obtained through the cooperation of officers and individuals of the San Francisco-Oakland Newspaper Guild, which co-sponsors the History of Journalism Project; Mr. Thor Smith, promotion manager of the Call-Bulletin; Miss Helen Brunner of the Sutro branch, California State Library; Mr. Albert Hoffman, president of the Graphic Arts and Engraving Co.; the Mergenthaler Linotype Co.; and the de Young Museum.

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E. L. D.

August
1940

# HISTORY OF THE PHYSICAL GROWTH AND TECHNOLOGICAL ADVANCE OF THE SAN FRANCISCO PRESS

## I. ANTECEDENCE, 1615 - 1845

### THE RISE OF NEWSPAPERS

Newspapers approximating the modern idea appeared first in Germany in 1615 and then quickly spread to London in 1625, Paris in 1631, Stockholm in 1645, and Holland in 1656;but in Spain there was not even the semblance of a newspaper until the 18th century. The Gaceta de Madrid started about 1726, remained the only one in the country for nearly a hundred years, printing commercial and scientific subjects exclusively. In the meantime, additional journals were being established all over the world: St. Petersburg (1702), Rome (1716), Denmark (1749), Norway (1763), Turkey (1795) and Austria (1840).

### ENGLISH NEWSPAPERS

The English looked upon the promotion of newspapers with great favor, and the press spread to the provinces in 1690, to be followed by the establishment of the first London

daily in 1702. The government showed no desire to destroy an enterprise by means of which the isolated colonists could obtain news from home; consequently publications began to appear in the British Dominions beyond the seas.

The Boston News-Letter of 1704 was the first successful newspaper in British America. Next came the Boston Gazette in 1719,[1] Benjamin Franklin's New England Courant in 1721, and the Maryland Gazette, Annapolis, in 1727. The first newspapers in the British West Indies were published at Barbados in 1731 and Granada in 1742. Nova Scotia had a publication in 1751, and Montreal's first sheet was printed in 1765. Other colonial newspapers included the New Hampshire Gazette, Portsmouth, 1756; Newport, Rhode Island, Mercury, 1758; Connecticut Courant, Hartford, 1764; Vermont Journal, Windsor, 1783; and the Portland (Maine) Advertiser, 1785. The American Daily Advertiser, Philadelphia, first daily newspaper in North America, was founded in 1784 by Benjamin Franklin Bache, a grandson of the celebrated printer.

The first newspaper in Spanish America was printed in Chile about 1712, but the press failed to make widespread gains under the Spanish colonial system. A news sheet was published in Sydney, Australia, in 1803, and another in remote Tasmania about 1810, both of which were established when Madrid began to be discontented with its lone journal.

[1] An issue of this publication, dated July 13, 1761, is partially described in "Frontier Journalism," Vol. II, p. 133.

## AMERICAN NEWSPAPERS

By the time the independence of the American colonies was definitely established, newspapers containing advertising and news items had become familiar and expected sights to the readers on the Atlantic seaboard and in the growing cities of the East. In 1816 New York City had seven daily papers for its population of 125,000, but Yerba Buena, the Spanish settlement beside the Golden Gate, had only a handful of inhabitants, most of whom could not read. They cared nothing about the events of the outside world. They were not interested in the various wares offered for sale, other than the bare necessities, food, shelter, and clothing.

## EARLY CALIFORNIA PRINTING

A printing press appeared in California as early as 1832. The padres, who held the mission for three quarters of a century, had no sympathy for worldly knowledge, often publicly burning quantities of books and pamphlets.[1] But with the advent of the Mexican regime, government officials became active in the affairs of the Californias.

Jose Maria de Echeandia, second Mexican governor, was appointed commandante-general on February 21, 1825, and instructed to get all the information possible on the climate, inhabitants, and resources of the colony. He was very active

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[1] Encyclopaedia Britannica, Vol. 19, Eleventh Edition, pp. 544-580

in political and social affairs and was assisted by a large staff. Among his aides was Captain Augustin V. Zamorano, the secretary who usually made all arrangements for the social functions. To him falls the honor of introducing printing in California.

The first piece of printed matter composed by the Mexican officer appeared in Monterey about 1834. It was a circular in the Spanish language, announcing:

Notice to the Public

> At the printing office of Citizen Augustin V. Zamorano & Company established in this Capital is offered to serve the Public with the greatest exactness and care, receiving all kinds of writing under the rules established by the laws for the liberty of the press, subjecting the loose impressions to the following rates, and agreeing at more equitable prices with gentlemen who may wish to establish any periodical.[1]

It was printed on a half-sheet of letter-paper with badly worn 9-point type. The only display lines consisted of large and small capital letters.

On November 1, 1834, some invitations to a grand-ball given in honor of the directors of colonial activities were printed by the newly organized printing company.

## THE FIRST PRESS

Zamorano's first efforts were the product of an old Ramage press, a make precisely like the one used by Benjamin

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[1] Quarterly of the Society of California Pioneers, Vol. III, No. 3, p. 109 (literal translation).

Franklin when he started the New England Courant in 1721. It was over 100-years old.[1]

Monterey can lay claim to being the home of the first printing plant, but Zamorano moved the equipment to Sonoma in 1839 when a printing office was established under his supervision. The new office was operated by the Mexican Government exclusively, printing short documents and proclamations for three years. About 1842 the press was shifted back to the provincial capital and hidden away in the mission until discovered by two enterprising Yankees in 1846.Zamorano never promoted a newspaper during his tenure as secretary to the governor.

## THE MILITARY PRESS

California owes her first publication to the value of the press as a military organ. The American invasion of

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1 The frame, platen, ribs, and part of the bed were of wood. The bed on which the type forms lay was of stone, and the screw, the mechanical principle by which the impression was taken, was of iron and large enough to raise a building. The main uprights that supported the press were timbers sufficiently thick for sills. About 1832 it was brought to Monterey with a small quantity of old bourgeois type, two meagre fonts of shaded title letters, and the necessary fixtures of a fourth-rate country printing office by Thomas Shaw, a Boston merchant. Valued then at four hundred and sixty dollars, it was probably a good example of the cheapest material on the market. -- From the"Quarterly of the Society of California Pioneers," Vol.III, No. 3, p. 108

1846 increased the number of readers, intensified the political and social life, and created a demand for news.

The following items from the New York Herald reveal the initial plan for a printing plant and indicate that the American troops were coming here to stay:

> We are informed, upon good authority, that, in company with the new regiments to be commanded by Colonel Stevenson, a gentleman of this city will go with a press and type to establish a newspaper in California.[1]

> Among other articles to go, there will be one or two printing presses, accompanied by men to operate them and men of talent to conduct them. We are happy to say that the idea of establishing a government paper is not entertained by Colonel Stevenson, but that the paper, when established, will be perfectly independent.[2]

The proposed newspaper, despite reports to the contrary, was bound to be subservient to the authorities. The United States was engaged in a war with Mexico, and California was conquered territory. But the army was not destined to sponsor the first newspaper. The printing presses were left in New York.

Less than two months after Commodore Sloat raised the Stars and Stripes over the custom-house at Monterey, making California an official protectorate of the United States, Rev. Walter Colton, Chaplain, U.S.N., and Dr. Robert

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[1] New York Herald, July 7, 1846.

[2] Ibid, July 8, 1846.

Semple, overland emigrant from Kentucky, established the Californian. It was printed by Joseph Dockrill, a seaman discharged by Commodore Stockton, who was employed to set up the type. He used Zamorano's old press.[1]

## MAKE-UP OF CALIFORNIA'S FIRST PAPER

The first issue was published August 15, 1846, as a single sheet, 11-3/4 by 10-1/4 inches, with two five-inch columns of bourgeois type. The logotype,[2] composed of shaded title letters, measured 10 inches wide by 1-1/4 inches deep.

The front page contained military reports headed "Freshest Domestic Intelligence and Earliest Foreign News." These items were three months old. The back of the sheet was printed in Spanish. There were two advertisements -- a business card inserted by a translator (no doubt the one who composed the Spanish section) and an official announcement banning the sale of intoxicating liquors in the capital (a war measure even then).

The publication continued every Saturday morning for nine months, moving to San Francisco on May 6, 1847. It was largely a military paper, printing official decrees, orders, war news, editorials on the prospects of the country, and some contributions from inhabitants who favored the American order of things.

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[1] See "Frontier Journalism," Vol. II, p. 2, for detailed difficulties faced by the publisher.

[2] Logotype designates the standing block of type which prints the name and slogan or motto of the paper.

## II. PIONEER JOURNALISM, 1846 - 1849

### CALIFORNIA STAR

San Francisco's first newspaper "an extra inadvance of the California Star," was a handbill which appeared on the streets of Yerba Buena, October 24, 1846, two and one-half months before the regular edition came off the press. It was distributed throughout the settlement for one bit or 12-1/2 cents per copy. The sheet, 13 inches wide by 9 inches deep, carried three columns of minion and brevier type under an engraved logotype, reporting the battles of Gen. Zachary Taylor in the Mexican War. The reports were over five months old, but they were complete and official news items -- the first on San Francisco Bay. The publisher was Samuel Brannan, who had established a printing office in the loft of an abandoned gristmill, on the north side of Clay street between Kearny and Montgomery. He was assisted by E. P. Jones, editor, and Edward C. Kemble, printer.

Toward the end of the year the plant, consisting of one small Hoe hand-press, fonts of type, large paper supply and office furniture, was moved to an adobe building on

Washington street, between "La Calle de la Fundacion" and Portsmouth Plaza, where the formal issue of the California Star was first published, January 9, 1847. It was a four-page weekly, 13 by 18 inches, three columns to the page, printed in minion (7-point) type. There were no headlines, merely introductory words and phrases in brevier (8-point) type. Circulation, which was limited to the newly arrived Americans, was less than 100. The subscription rate was $6 per year.

## SAN FRANCISCO, A JOURNALISTIC OUTPOST

If ever there was a straggly community it was the cluster of huts sprawled between the seventy-year-old Mission Dolores, the harmless Presidio, and the nondescript waterfront at Yerba Buena Cove. But with the arrival of American settlers, mostly Mormons, who infused new blood into the area, Yerba Buena became a commercial outpost overnight, and its first newspaper provided a medium for cultural progress.

On January 30, 1847, Yerba Buena was officially named San Francisco. Its sole newspaper was soon faced with strong competition, but the editor was ready for it even though the population -- less than 400 -- could barely support two publishers.

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[1] The present site of the Chinatown Telephone Exchange on the south side of Washington street, between Grant avenue and Brenham Place. Yerba Buena was laid out by Jasper O'Farrell and "La Calle de la Fundacion" (the street of the foundation was the first roadway. It was later named Dupont street, and is now called Grant avenue.

## THE CALIFORNIAN

On May 22, the Californian appeared in San Francisco. It was California's oldest journal, founded in Monterey, August 15, 1846. Robert Semple, a capable publisher, was handicapped by poor equipment and supplies, but he presented an excellent edition. The paper consisted of four pages, 18 by 22 inches, each with three columns. It was five inches wider and four inches deeper than its rival, but with about the same amount of wordage. The Californian was printed in bourgeois (9-point) type. Its typography was faulty due to the Ramage press which was a curiosity even then,[1] but there was no doubt about the ability of its owner.

## HISTORICAL EDITION

The Californian (Vol. II, No. 44) for Wednesday, March 15, 1848, was the issue which published the news of the discovery of gold at Sutter's Mill. The historical announcement "Gold Mine Found" was fifty-one days late, gold having been discovered by James W. Marshall on January 24, 1848. This edition is notable only for the epochal importance of the 11-line story buried in the news columns on page two.

## DE LUXE EDITION

The California Star (Vol. II, No. 13) Saturday, April 1, 1848, was the "Express Extra" of which more than

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[1] Semple's equipment was the same old press and type used by the Mexican government.

2,000 copies were sent to the Mississippi Valley by mule train. It was a six-page de luxe edition, consisting of the regular weekly and a supplement extolling the merits of California. An article entitled "Prospects of California" by Dr. V. J. Fourgeaud, an author who volunteered as special writer, was featured. It was from his story that the East learned about the discovery of gold. He wrote:

> We saw a few days ago, a beautiful specimen of gold from the mine newly discovered on the American Fork. From all accounts the mine is immensely rich, and already we learn that gold from it, collected at random and without trouble, has become an article of trade at the upper settlements. This precious metal abounds in this country. We have heard of several other newly discovered mines of gold, but as these reports are not yet authenticated,we shall pass over them. However, it is well known that there is a placero of gold a few miles from the Ciudad de los Angeles, and another on the San Joaquin.

On another page he described the mining at the American River diggings where gold

> ...is found at a depth of three feet below the surface, and in a strata of soft sandrock. Explorations made southward to the distance of twelve miles and to the north five miles, report the continuance of this strata and the mineral equally abundant. The vein is from twelve to eighteen feet in thickness. Most advantageously to this new mine,a stream of water flows in its immediate neighborhood, and the washing will be attended with comparative ease.

This edition was hurriedly composed,sloppily printed and speedily published. Gross errors were committed on every page.[1]

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[1] See"Frontier Journalism," Vol. II, p. 7, for a sample of printing under pioneer conditions.

## "WE HAVE DONE"

Early publishers could not escape the effects of the gold fever and it was inevitable that San Francisco would be without a newspaper sooner or later. The editors did their best to discredit gold seeking, pinning their faith on more tangible things: "full-flowing streams, mighty timber, large crops, luxuriant clover, fragrant flowers...."as described by Kemble, who visited the mines "to ruralize among the rustics of the country for a few weeks." But the excitement continued. On May 27, the California Star reported: "stores are closed, and places of business vacated....nowhere the pleasant hum of industry salutes the ear of late; but as if a curse had arrested our onward course of enterprise,everything wears a desolate and sombre look, everywhere all is dull, monotonous, dead."

The Californian was the first to close its door. The issue of June 2 was merely a slip, containing two columns of news on the Treaty of Guadalupe Hidalgo, signed February 2, 1848, by which California formally became a part of the United States, a few ads, and this editorial:

> For the purpose of convincing what there is left of the "public" that the Californian is not extinct, nor yet altogether used up, we, in our triple character of editor, printer and devil, have compiled, set up, worked off, and circulated this extra, which we hope will do our readers much good; for it will probably very much perplex his Satanic Majesty to tell at what precise period they will hear from us again.

Twelve days later the California Star was suspended with the following comment:

> In fewer words than are usually employed in the announcements of similar events, we appear before the remnant of a reading community with the material or immaterial information that we have stopped the paper--that its publication ceased with the last regular issue. On the approach of autumn we shall again appear to announce The Star revived. Should we renew earlier, due notice will be given. We have done. Let our word of parting be, Hasta luego.

Kemble left for the mines toward the end of the month, and San Francisco was without a newspaper.

## SURVIVAL OF THE FITTEST

During the summer several editions of the Californian appeared, but the gold fever became materially worse and B. R. Buckelew, who divided his time between watch-making and editing, was unable to maintain regular publication. The exodus of local printers and the loss of newspaper agencies foreboded the end of journalism in San Francisco. In October a desperate effort to make the Californian a successful enterprise was made by H. L. Sheldon, B. F. Foster, and W. E. Weaver, three journeymen printers. But the firm plummeted into debt and dissension.

Kemble, returning to his office in September, purchased the California Star from Brannan and arranged for a merger with the rival publishers. He assumed all the debts, acquired a small building on Portsmouth Square, and combined the two plants. On November 18, 1848, the Star and Californian was sent to all paid-up subscribers in the community.

The new paper was a respectable sheet of four pages, 13 by 18 inches, which began at the volume and number with which it had been suspended.

The publisher worked diligently and practically single-handed to establish his new paper. Although he enjoyed a monopoly he was handicapped by lack of office equipment, supplies and type; but he was determined to carry on and planned to secure most of his revenue from job-printing. The Star and Californian continued until the end of the year when E. Gilbert and G. C. Hubbard were taken into the enterprise as partners, dividing a half-interest between them. Under this arrangement the name of the publication was changed to the Alta California. It was a weekly, 18 by 22-3/4 inches, and appeared January 4, 1849. The following editorial accompanied the first issue:

> The unenviable position which this sheet at present occupies of being the only paper printed in California, renders it imperative,were there no higher considerations, that it should be independent and fair. The publishers are fully sensible that unless such be its course, it can accomplish but little in any cause. It behooves them to guide its course above all time-serving, expedient, available and personal considerations.

A fitting editorial for the survival of the fittest journal.

The new firm ran into difficulties at once on account of a shortage of paper. They were forced to suspend publication on March 22. During the following month a new journalistic practice was inaugurated by the proprietors.

## STEAMER EDITIONS

On April 10, 1849, the first Alta California "for the Steamer" was printed. It contained a digest of the news of the previous two weeks, articles from correspondents, market and shipping reports and editorials. This method of increasing the newspaper's circulation was an innovation, setting the precedent for a custom which became extremely popular in the years to come. The steamer editions, because they were designed for Eastern circulation, carried no advertising. The steamer Panama sailed out of port with this new product of the press which was to make San Francisco known the world over.

## EXPANSION

By spring every section of the East was affected by the California fever. Businessmen closed their stores, families broke up their homes, professional men sold their practices, and all joined in the trek to the gold fields. There is no knowing how many people came to San Francisco in the months following the discovery of gold. With this sudden change the business of editing, publishing and circulating a newspaper became more complex. The Alta California was obliged to issue an advertising supplement to care for the increased excitement. As the boom continued, the proprietors decided to branch out. They established the Placer Times in Sacramento, issuing the first edition on April 28, 1849.

This publication was printed on the old Ramage press which had been acquired from the Californian. The owners were hard put to supply even the crudest equipment, sending only the sorriest of their type, but they managed to work off Sacramento's first journal. "Its head was carved from a piece of wood with a jack-knife. Likewise some of its type, C's being made from O's. The Q's transformed into G's were a ridiculous sight."[1] Its size was 13 by 18 inches.

In May, Kemble and Gilbert bought Hubbard's interest in the Alta California, secured a new supply of paper and type from the East, and continued to flourish. On July 2, the sheet was enlarged to 19-1/2 by 27 inches.

## COMPETITION

Among the many printers who came to San Francisco in the early days were William Faulkner and Warren Leland, who brought a complete newspaper plant from Connecticut. They established the tri-weekly Pacific News, August 25, 1849; and their press, the third one to arrive in California, threatened to supplant the Alta California as the leading publication. It was the first Democratic journal.

In order to maintain a superiority in press work and meet competition, the Alta admitted R. C. Moore and J. B. Armiston into the firm. The new partners paid for their interest with an up-to-date press which they had brought from

[1] "Quarterly of the Society of California Pioneers," Vol. III, No. 3, p. 123.

the Atlantic coast. On December 10 the Alta California became a tri-weekly with J. D. Durivage as editor.

## PIONEER JOURNALISM

In January 1850 San Francisco was a city of twenty-thousand Argonauts who milled through the streets, anxiously awaiting the coming of spring and the flight to the hills. It was in these hectic days that the metropolis was born. The growth and influence of the newspapers and the manner and matter of their interest are guides to the forces which created a city with a personality.

Isolation, limited news facilities and poor equipment, characterized frontier journalism. The papers were small, ranging from 13 by 9-inch handbills to 19-1/2 by 27-inch editions of four pages. On special occasions, extra issues were printed. The "Express Extra," the "Steamer Edition," and the "Tri-weekly" were introduced as circulation stimulators with the hope of drawing more readers. Pioneer typography was abominable. The type was badly worn, the equipment faulty and the supplies sloppily used, high-priced and difficult to secure. The style was personal and facetious and the news was largely reprinted items. But it must be remembered that it was practically impossible for an editor to print any news which was not already known to everyone before his story could be set into type, printed and distributed.

## III. THE GOLDEN AGE, 1850 - 1859

### DAILY NEWSPAPERS

The first San Francisco daily was the Alta California of January 22, 1850. On January 23 the Daily Journal of Commerce was started. The Pacific News quickly followed and before the end of the year four more dailies entered the field: the Herald, California Courier, Evening Picayune, and Public Balance. Two French publications, Le Californien and La Gazette Republicaine, and an organ of the Presbyterian church known as the Watchman were begun and ended in the same year. Two attempts to launch pictorial sheets were made during 1850, California Illustrated Times and the Illustrated Guide, but both failed.

It was the beginning of the golden age of journalism in the West. Hand in hand with the rise of the press in San Francisco came the spread of publications all over the Pacific area:

| | |
|---|---|
| Sacramento Transcript | Weekly |
| Sacramento Index | " |
| Stockton Times | " |
| Stockton Journal | " |
| Marysville Herald | " |

| | |
|---|---|
| Sonora Herald | Weekly |
| The Big Tree Bulletin and Murphy's Advertiser | Semi-weekly |
| The Oregon Spectator | Semi-monthly |
| The Panama Echo | Weekly |
| The Panama Star | Occasionally |
| The Neighbor (Valparaiso, Chile) | Monthly |
| Mercantile Reporter (Valparaiso, Chile) | " |
| Honolulu Times | Weekly |
| The Friend (Sandwich Islands) | Monthly |
| The Polyonesian (Sandwich Islands) | " |
| The Samoan Reporter (Navigators Islands) | Semi-annual |

The increased population and prosperity of San Francisco is closely associated with the progress of journalism elsewhere in the region.

## IMPROVED EQUIPMENT

The sudden emergence of daily newspapers hastened the arrival of better equipment. In the spring of 1850 William Leland brought the first steam press from New York. It was used by the Pacific News. A few weeks later Edward Connor, former ship news compiler on the New York Herald, arrived with a Hoe steam press for which he was given a sixth interest in the Alta California. Speed was emphasized for the first time by publishers who wanted to get their editions on the streets and in the homes faster than their competitors.

The old-fashioned hand presses which could turn out about 200 copies an hour were still widely used, especially in the mining camps, but the leading publishers of San Francisco installed cylinder presses as soon as their business

permitted. These were powered by steam and increased production to 2,000 copies an hour. The newspapers were printed direct from type on a revolving press. Type-lines were assembled on a curved container, called a turtle,which was then fastened to the rotating cylinder of the press.The type forms held thousands of individual letters in place as it rotated, producing long columns of print without a break. The Alta California had three such presses by 1851, but even with the new equipment the publishers were handicapped. The papers consisted of four pages with now and then an extra edition or a special six-page display designed to supply additional revenue. The size of the papers was kept down because many did not have sufficient type, and those who did could only set so much. The hand compositor was relatively slow.

A COMPOSITOR AT WORK

It was the heyday of the composition room. The printers had full charge of the make-up of a paper under little or no supervision. They imposed their ideas upon the editor, even upon the advertiser. Their judgement in the structure, shape and mechanics of the product was above challenge. Therefore little effort was made to give the paper an attractive appearance. The main effort was devoted to getting into print. Let us look into the office of an early paper and watch a compositor at work:

> He ambles in any time between noon and three in the afternoon,divests himself of his coat,rolls up his sleeves,dons his apron,slips into a pair

> of old easy shoes and lights his pipe. He is in no hurry. No one is. He then proceeds leisurely to paste up his 'dupes'--duplicate proofs of the type he had set the night before--which constitute vouchers for his pay. He then devotes two hours or more to the task of filling his cases by distributing into them the type he set on the preceding night. By now it is five-thirty or six o'clock--time for supper. Off with the apron and the old shoes. Out to a restaurant. Back in an hour to put on the old shoes and the apron. Four to five hours have already been spent and not a single bit of constructive work done. The compositor is getting ready. After supper composition actually begins. It will continue for six, seven, or possibly eight hours, broken only by a hasty lunch just before midnight. Is it any wonder that the compositor wanted relaxation at the end of that twelve or thirteen hour working day? For hours he had handled tiny pieces of metal. First he had thrown them back into their cases. Then he had picked them out again and set new copy. The ceaseless round went on night after night. No one could change the system. No changes had been made for four-hundred years. There were more types and greater varieties of type faces than when Gutenberg developed movable types in 1450. But the method of setting was the same. Individual pieces of types, had to be picked out of boxes, set in lines, justified, made up in chase, and distributed back again.[1]

There were few if any headlines to guide the reader to the news, but some items were grouped under such departments as TELEGRAPH, FOREIGN, LEGISLATURE, AND STATE DISPATCHES.

Standing heads always appeared in the same column on the same page, week in and week out, irrespective of the importance of the news below them. Telegraph news was headed generally by a small woodcut,

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[1] Dreiser, Thomas "The Power of Print and Men," pp. 3, 4.

Usually more than half of the front page space was given to ads which were started on the right side and built leftward until all were placed. Generally the ads were pyramided with the widest at the bottom, narrowing successively toward the top and against the right hand margin. Few ads were placed next to reading matter as is the practice today.

The extensive use of tiny cuts to illustrate individual ads made the right-hand side of the page the heavier, causing the paper to appear tilted. The use of larger heads in the reading matter on the left side would have balanced the page had the printers given some thought to general appearance. All the journals of this period were printed in nonpareil (6-point) body type. They were hard to read.

All newspapers followed the same general style. No printer deviated from his habit of typesetting, no matter what the occasion or the value of the news. None of the publications used "art" in the news columns, headlines wider than one column, or two-column ads.

## OBSTACLES

Lack of cheap materials and supplies was an obstacle to good, fast printing. There were many type-foundries scattered throughout the East,[1] but San Francisco was isolated.

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[1] First type-foundry in the United States was established near Philadelphia about 1735.

The foundry products were drawbacks to printing; the type of one firm could not be set in the same line with that of another. There was no system, no standard rule regarding size. A minion made by one manufacturer was either larger or smaller in body than the minion made by another.

The exhaustion of printing-paper often worked a hardship upon the early newspapers, forcing them to use foolscap, colored wrapping-paper and even small-sized writing sheets. In the summer of 1852 local stocks of newsprint were completely used before additional orders arrived from the East. California had no mills which could supply the demand and the dailies were issued in a variety of sizes and grades of paper; yellow sheets, red and blue, brown and green, writing leaves, tobacco wrappers, and coarse bundle paper.

The Alta California, August 30, 1852, appeared with the following editorial:

> We present our paper this morning on a fair white sheet, but greatly diminished in size.[1] We are compelled to do this as a last resort, and have used all exertions in our power to avoid it, without avail. It is impossible to obtain paper of a larger size in this market. We have a contract with a New York house for a regular supply of the finest paper, manufactured expressly for the Alta, the first shipment of which is on the Josiah Quincy, which left for this port on the 14th of April; the second is on board the Gazelle; and so on, by each ship leaving for San Francisco. Each of the above mentioned vessels is overdue. In the meantime, we shall be compelled to ask the

[1] This sheet measured 8 by 13 inches.

> indulgence of our friends for a few days. When our paper does arrive, we can assure them that we never again will be caught in so unpleasant a predicament as to subject ourselves to the fluctuations and uncertainties of the San Francisco market or dealers. In order to accomodate the majority of our advertising friends, we have published a supplemental sheet, which will be served with the paper to subscribers.

## "HERE'S OPENING FOR GENIUS"

The growth of newspapers in San Francisco was rapid despite the mechanical limitations.The "San Francisco Directory" for the year 1853 announced: "...the number of newspapers issued in this city is twenty-seven; of which twelve are daily, fourteen are weekly, and one semi-monthly. Of the dailies, seven issue weekly and five issue steamer editions in addition to the regular-publication papers. Four are published in the French language, one in German,and one in Spanish. In addition, there are three monthly publications: one devoted to literature, one to law,and the other to medicine." The same source for 1856-57 remarked "...nearly every sect, party, profession and interest has not its editorial vindicator. There seems little room henceforth, for any newspaper enterprise, unless some enterprising person, emulous of editorial honors, shall start The Putty Prices Current.Here's opening for genius."

## DAILY EVENING BULLETIN

Among the many journals which came into existence during the fifties was the daily evening Bulletin,established

October 8, 1855, by C. O. Geberding & Company. James King of William was the first editor. The paper began its career with four pages, each of four columns.

Within six months its size was increased three times. In November 1855 it carried five columns; in December it was a six-column sheet; and finally in April 1856 it was increased to seven 2-1/2-inch columns.These changes were necessitated by the growing popularity of the paper under the leadership of King, a bold and fearless editor.

An unusual growth in circulation accompanied the Bulletin's rapid change in size. Beginning with an issue of 1,000 copies, its patronage was gradually widened until in 1856 the publishers boasted of a larger circulation than any journal in the state, printing besides its regular daily issue, a weekly edition and a steamer edition for circulation in the interior, the Atlantic states and Europe which often reached as high as 10,000 copies. It was published every afternoon at three o'clock, and distributed in the city by twenty-one carriers. The boats leaving at four p.m. took the country edition to ninety-three agents who distributed the paper in every mining camp, gulch, canyon and crossroads in the state. The weekly Bulletin was issued every Saturday and the steamer edition was issued on the departure of each mail steamer. About forty people were employed in the various departments of the plant, the average expense running from

$2,000 to $2,300 per week. The Bulletin was one of the most profitable enterprises in San Francisco.

## READERS BECOME CRITICS

By the middle of the fifties subscribers began to take an interest in the appearance of their newspapers and often submitted suggestions for improvement, thus furnishing the publishers with the incentive to dress their journals with more appeal. The following "letter from the public" is an example.

> ...I was looking at the figure-head of the Bulletin yesterday, and could not make out for the life of me what it was. It looked like an owl reading a newspaper, or a monkey dressed in regimentals. What under the canopy is it meant for? Now, a paper like yours deserves an appropriate motto, and some tasteful armorial bearings. I have in imagination, a beautiful and appropriate device, but I am no limner or draftsman, and must content myself with a suggestion, in the hope that some ingenious artisan may catch the idea and furnish you with "arms" which will please the public, and they by fortifying you will of course prove your defence.
>
> The prominent features of the escutcheon would be a full grown, well proportioned Durham bull rampant, charging the legions of Pandemonium, who, terror-stricken and flying from the infuriate animal, are in their confusion trampling upon each other and involving themselves in a common mass of ruin. In the background would be visible the virtuous portion of the people, raising the shouts of joy at the victory of the bull, and the total overthrow of these enemies of mankind. The quarterings of the shields might contain the figure of Justice, with her even balance, and some other meet designs. Around the shield and under it, the

WIDE WEST

ILLUSTRATED EDITION

MARCH 1854

WIDE WEST

MARCH 1854

This is an outstanding example of a pioneer pictorial newspaper, illustrated with wood engravings. It was intended as much for distribution in the East, as for its California subscribers.

# THE WIDE WEST.

ILLUSTRATED EDITION. SECOND EDITION.

SUNDAY IN THE CALIFORNIA DIGGINGS.

HOW THE CALIFORNIA MINES ARE WORKED.

JOHN CHINAMAN.

CALIFORNIA MINING.—GROUND SLUICING.

VIEW OF MICHIGAN BAR.

THE OLD SACRAMENTO HERALD.

THE GRIZZLY AND HIS CAPTORS.

> motto at the head of this, or some other more appropriate, would be ad captandum. But at all events, get something better than that owl or monkey at the top of your paper.
>
> Your constant reader
>
> HECTOR[1]

This attack was answered by James King of William with editorial comment:

> HECTOR in another column, walks into our "figure-head" most unmercifully, and with good reason; but we beg to explain. Some three weeks since, an artist in this City offered to make us a present of a new head-piece, if we would furnish the material. His offer was accepted, and we have not heard from him since, though he was to have furnished it in four or five days. We hope he will take the hint when he sees this and "report progress."
>
> That ugly nondescript perched at the head of the vignette was originally, if our memory serves us correctly, intended to represent a grizzly bear, with the flag of the Union in his grasp. That's all we know about it; and now if "Hector" will only "let up" on us a little until we see that Mr. Goldsmith, the engraver, is about with this other head-piece, we think we will be better satisfied. We had nothing to do with this vignette business, and stipulated with our friend that the new head-piece should have nothing but the name of the paper unless he could make a handsome picture of the grizzly, which is acknowledged on all hands to be about as ungainly an animal as our State produces. If Goldsmith is not sick, we think it is likely we will hear from him today.[2]

The new logotype, bearing the name of the paper only, appeared on the front page of the Bulletin, February 22, 1856.

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[1] Bulletin, February 13, 1856.

[2] Ibid

Occasionally, the editors ran short apologies in the news columns to explain the poor appearance of their papers. The following item appeared in the Wide West, July 5, 1857:

> About 10 o'clock this morning our fourth and fifth pages were knocked into "pi" by the person whose duty it is to convey them to the press-room. He had undoubtedly been seeing the 4th of July. Our readers will perceive the general disarrangement of our paper, and in view of our serious accident, we trust will overlook it.

## "CAT AND DOG JOURNALISM"

The fifties was the era of controversies between newspaper editors. In the following story from Wide West, January 3, 1858, the editor began to attack the veracity of his rivals' news sources, revealing secrets in getting "spot" telegraph news and showing up the bungling in the re-write articles which were meant to deceive the readers and make them believe the editors were veritable Mercuries for gathering news. The story was headed "Cat and Dog Journalism."

> ...It is amusing to note the carelessness manifested by some of the dailies in making up their budgets of news from Mexico. One journal gravely publishes items from the Atlantic press as the "latest intelligence," which had reached here weeks before, and in many instances appeared at that time in the very journal which thus renews its publication. Another, rather than copy from a California contemporary, postpones its publication of important intelligence until the arrival of the next steamer to that originally bringing it, and then presents it as entirely fresh and exclusive. Thus, shortly after the arrival of the Stephens, one of these enterprising sheets gave dates from Mexico to Nov. 21st, containing particulars published here a fortnight ago. Another, which had been

"favored" with a file of the Extraordinary to December 5th, makes up a list of items equally antiquated, and this in face of the fact that dates were in town to December 11th. But the most comical of these stupid blunders occurred after the arrival of the Queen of the Isles, on Thursday, from Guaymas, on the morning after which the following paragraph appeared in all the dailies: "President Comonfort has tendered his resignations, but it had not been accepted up to the time of the sailing of the Queen of the Isles."

Now Guaymas is some seventeen hundred miles from the capital of Mexico, and the vessel by which the foregoing was brought was twenty-five days on the passage, which would make the time which the foregoing occurrence took place not less than fifty days since. So that the intelligence of the editors who would give publication to news after taking such a circuit, in preference to that via Acapulco, (by which intelligence can be received from the capital in seventeen days,) is only exceeded by that of the itemizer who, in days of yore, announced in one of our city journals that "we learn from the Nevada Journal that the steamer Sea Bird is ashore near Monterey." And when it is also considered that the news of Comonfort's resignation (tendered in order to force Congress to appoint him Dictator,) reached this city and was published in several journals nearly six weeks ago, the absurdity reaches its climax. Verily, our dailies may say to themselves, "We are fearfully and wonderfully made" up.

## A NEWSPAPER COLLAPSE

One of the most successful newspapers of this period was the San Francisco Herald operated by John Nugent. Beginning its career in June 1850, it had quickly acquired a monopoly on the advertising of the associated auctioneers and commission merchants in San Francisco. It was a lucrative business and representative of the largest commercial interests in the city which continued until May 1856.

Unfortunately for Nugent, most of the advertisers were Vigilantes who broke with him when he wrote an editorial upholding James P. Casey,who had just assassinated James King of William, editor of the Bulletin. His article opposed his subscribers' viewpoint of the affair, and they were not long in taking retribution. The following notice was inserted in several evening and morning papers on May 15, 1856:

> To the Auctioneers of the City of San Francisco:
>
> Gentlemen: As the undersigned, importers, commission merchants, and jobbers in this city, will not subscribe to the San Francisco Herald after this date, they respectfully request you to advertise your sales in some other of the city papers.

This request was signed by more than 215 merchants, and resulted in the wholesale transfer of their advertising to the Alta California. The Herald which was the largest newspaper in the city became the smallest over night, reducing its size to half. It was perhaps the greatest newspaper boycott in the history of journalism.

John Nugent was a fighter. He answered his opponents on May 16 with the following editorial:

> We have some words of explanation to say to our readers this morning in regard to the diminished size of the San Francisco Herald. It appears that either the language or views in a paragraph in the topics of yesterday's Herald gave offence to a number of persons in this city, who immediately signified their displeasure by withdrawing their advertisements and subscriptions. This is not all. A number of merchants whose course the paper has offended, by thwarting their speculations and otherwise,

> called upon the auctioneers and others doing business with the Herald, and by menace, forced them to withdraw their advertisements. This is not all. A number of valorous commercial gentlemen on Front street, gathered together a number of the Heralds of yesterday morning, and making a pile of them in the street, burned them amid great rejoicings. This is not all. Two hundred and twelve persons yesterday withdrew their subscriptions from the newspaper.... We now appeal to the citizens of San Francisco and the state whether or not they are willing that all freedom of speech should be crushed out in this city. We have exercised the vocation of newspaper editor in San Francisco for the last six years, and we have never yet been controlled. At this late day we fear that it would be useless for us to attempt to submit to dictation. If the sacred position of public journalist is to be degraded by compulsory subservience to the behests of a babel, we confess we have not stomach for the office. The Front-street merchants may damage the business of the Herald, but we beg to assure them they cannot control the sentiments of its editor.[1]

## THE PAPER PROBLEM

A great advance in paper-making was effected about 1850 with the introduction of wood-pulp and wood-fiber. The process cut the cost of newsprint in half, but it was several years before San Francisco received any real benefits. Local publishers were subjected to periodic shortages throughout the fifties, the most serious of which occurred in 1852. According to the "Annals of San Francisco," the Herald, July 12, 1852, was:

> printed on coarse brown paper, such as is commonly used for envelopes and for wrapping packages. About this period, and during some months following, all newspapers of the city were reduced to the same or even worse descriptions

[1] Herald, May 16, 1856

> of paper. Day by day the old broad sheets were becoming narrower and coarser while they assumed every color of the rainbow. The Alta for a long time was published on a small double sheet, which, however, was of a pretty fine quality, where the typographical matter on a page measured only 14 inches in length by 10 in breadth. The market had suddenly and unexpectedly happened to be without supplies of proper printing paper; and many months elapsed before a sufficient stock could be procured, of course prices of the material rose enormously.

In July 1856 the News Letter was founded. Its first issue was--

> "simply a sheet of blue letter paper, one side of which was a three-column newspaper, the other being left blank for the purchaser to fold and write the address upon and then mail. The idea was popular, and the paper throve."[1] It is safe to say that the owner's desire to keep down his cost of operations had much to do with the appearance of the News Letter.

The solution of the paper problem was announced in the evening Bulletin, April 1, 1857:

> California Made Printing Paper:--We, yesterday, received a specimen of printing paper, made at the new mill of Messrs. Taylor & Post, at Bolinas. It seems to be of fair quality. As it has been a point with us to encourage California Manufactures, the Bulletin, will, probably, soon be printed upon some material from this first paper mill of California, and an order has already been given for a quantity of the paper made there. It is gratifying to note the fact, that the paper-making business of our state has been fairly commenced, and we shall watch, with interest, its extension and advancement, as well as of all other branches of California industry.

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[1] The Californian, May 1892

The evening edition of the Bulletin, April 13,1857, was the first issue of any California newspaper to be printed on California-made paper. The local publishers continued to purchase Eastern paper for their large "blanket sheet" editions, but California-made paper was used whenever possible. The following item appeared in the issue of April 17, 1857:

> The Bulletin, printed on California Made Paper:-
>
> The City Edition of the Bulletin is today, and has been for a few days past, printed on paper made at the California mill of Messrs. Taylor & Post, at Bolinas. Readers in the city will observe the thickness and general excellence of the paper. Like other California productions, it is very good. In a few days our country and city daily, and our weekly editions of the Bulletin will be printed exclusively on California paper, and thence forward continue to be so. We should like to send California paper to the Eastern States on our steamer edition, but for present, Messrs. Taylor & Post's mill does not make any in large enough sheets for the Steamer Bulletin.

## EARLY ILLUSTRATIONS

Illustrations printed from woodcuts were extensively used during the early days of journalism, especially by the weekly literary journals.

In March 1854 the Wide West issued an "Illustrated Edition." It contained many California scenes, varying in width from one to five columns. The front page featured seven different cuts which depicted "Sunday in the California Diggings."

## PIONEER LOGOTYPES

The logotype of the Wide West was unusually large, five inches deep by six columns wide, engraved on a solid block of wood. It carried the name of the publication and several pioneer scenes. The center pictured a railroad engine steaming across the prairie with a large banner "STAR OF EMPIRE" over its cow-catcher. On the right, a frightened buffalo galloped away across the plains toward a forest where a California bear was shuffling along a trail hidden from a covered wagon being drawn through a rugged canyon by four oxen. To the left of the "iron horse," with smokestack belching black clouds, a huge grizzly bear stood undecided whether to attack the strange monster or flee. Nearby a rattlesnake reared its ugly head above the tall grass to survey a mining camp where three prospectors were panning the stream in front of their cabin. This logotype was the largest and the most artistic one used by any San Francisco newspaper during the fifties. It was signed J. McLenan, "Del." and J. W. Orr, "Engraver."[1]

On January 3, 1858, the Wide West appeared with a new logotype. It was still six columns wide, but the depth had been reduced to four inches. The picture of the wood-burning locomotive was eliminated. The left side of the new

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[1] See "Frontier Journalism," Vol.II, page 60 for a reproduction of this logotype.

engraving consisted of a miner's cabin with several men working a placer claim nearby and a mounted man riding past two grizzly bears. The right side showed an Indian horseman hunting buffaloes on the plains and a picture of the Pacific shore with seals sunning themselves on Seal Rocks. In the background could be seen the ocean with some sailing vessels entering the Golden Gate. The center of the illustration revealed a woman's head raised upon a monument, with a fallen American flag draped across its base. Just what the figure was supposed to represent is not clear.

## FOREIGN JOURNALS

During the boom period from 1850 to 1860, thirty-six foreign-language publications came into existence in San Francisco: two Chinese, nineteen French, nine German, two Italian, one Jewish, and three Spanish. Only eight of them survived the decade.

The first foreign-language newspaper was the French sheet, Le Californien, January 21, 1850. It was lithographed on a single sheet of foolscap paper. According to the Journal of Ernest de Massey, "A Frenchman in the Gold Rush," Sec. IX,[1] the publication was started at the "Maison Chauvitreau" on Clay street, by Jules de France. A small supply of paper and an autographic press[2] comprised the only assets of the

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[1] From "Quarterly of the Society of California Pioneers," Vol. XII.

[2] Just what is meant by an "autographic" press is not clear; probably it was a primitive lithograph press.

enterprise, and San Francisco's first French newspaper came to an end in a short time.

In September 1850 Octavian Hoogs founded La Gazette Republicaine. It was a tri-weekly which presaged continued existence because of better management and superior equipment than its predecessor; but only a few issues were struck off the press. Four months later, Jules de France foundod another newspaper. Its appearance was announced in the California Courier, January 11, 1851:

> Revue Californienne:--This is the title of a French publication which has just been issued in this city by Messrs. Roche and Jules de France. The work is executed in autograph,[1] and we sincerely hope that our numerous French population will give it a cordial support.

Only one or two issues of the Revue Californienne were printed. The French colony was too poor, too interested in the search for gold, and the means of publishing, too expensive to maintain a newspaper; besides, the English language publications carried French departments in their editions. The pioneer French publishers experienced difficulties right from the beginning, for accented types peculiar to their typography were not obtainable. Their first editions were written by hand and lithographed.

In November 1853 The Oriental, a Chinese-English weekly, was established by Lai Sam. One side of the papor

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[1] Written by the editor's own hand and reproduced in facsimile.

was lithographed in Chinese; the other side was printed in English. In 1855 the publication was taken over by Rev. William Speer, ex-missionary to China, who made it into a tri-weekly, size 21 by 28 inches. One of its issues each week carried a page of English print. The paper was suspended in 1857.

Another Chinese publication, the Golden Hill News, appeared on April 29, 1854. It was a small weekly of four pages, wholly lithographed in Chinese characters. It did not last out the year.

These newspapers were curiosities and the printing process differed widely from any other in the city. Chinese type-characters were unheard of in this country and it was impossible to obtain six or seven thousand required charactors even in China. The method follows:

> ...all the characters in the paper are formed by hand with a peculiar ink. The sheet when thus prepared, is impressed upon a smooth stone, over which is constructed a crude machine answering for a press. Upon the stone as thus impressed each separate sheet of the edition is placed, subjected to pressure, and when removed is found to be printed with duplicate characters. The process is one of primitive lithography. When the edition is worked, the stone is chemically cleaned for the next paper....[1]

Among the most successful foreign-language newspapers were the California Demokrat, Abend Post, La Voce del

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[1] U. S. Census: "The Newspapers and Periodical Press; Third Period," 1835 to 1880, p. 130.

Popolo, El Eco del Pacifico, The Gleaner, L'Echo du Pacifique, Le Phare, and Courrier de San Francisco.

## THE GOLDEN AGE

Over one-hundred thirty newspapers were established in San Francisco during the Golden Age of journalism, but only a few of them enjoyed longevity. No other community could boast of so many publications; even the enterprise of New York City was surpassed for several years. The number of persons who participated in journalism here from 1847 to 1860 was well over one thousand. Most of them were printers -- old journeymen -- clever enough to cut their own types and logotypes, ingenious enough to rig out their own presses. At times they even made their own ink and paper.

Most of the newspaper offices continued to be little more than country printing-shops, with one man acting as editor, printer and devil. Types were old and battered, presses were ancient and slow and production was limited. But there was no stopping the growth of the publishing business. It went on in hundreds of offices, literally, wherever a printer could find enough room to hang his hat: dailies, tri-weeklies, weeklies, semi-monthlies, monthlies and annuals appeared in many languages. When one publication was suspended another appeared to take its place. As early as October 2, 1853, the Golden Era commented upon the newspaper fever:

> It is amusing to see with what avidity the daily newspapers of this city grab at anything of the

> least moment. If a horse or mule is stolen in some remote part of the state, we are sure to find the important fact recorded, in glaring capitals, in no less than seven papers simultaneously. The newspaper mania is certainly at its height in this city, but,if we mistake not, the number of papers will be materially reduced before long. A city of 40,000 people won't support seven daily papers. Overboard some of them must go.

Technology was on the march. Steam-powered cylinder presses, larger supplies of type, extensive use of woodcuts and black-face type, rapid increases in circulation, and the establishment of a California paper mill were milestones marking the physical growth and technological advance of the fifties. But the real art of printing as far as presswork was concerned was in its infancy. There was no specialization, no breakdown into departments to insure careful preparation of the newspaper. It was merely the enlargement of the same old system which had been employed for centuries, picking the individual pieces of type out of the boxes, setting them in lines on the type-stick, locking them in the forms, and striking them off the press. The workmen in general paid no attention to make-up, gave little thought to "merchandising" the printed page through make-up experimentation.

The dailies continued as four-page editions, with an occasional supplement, extra, or six-page special issue.

The editors treated sensational news lightly, often barely mentioning it, e.g.,

From Sonora--Shocking Intelligence!

THE EDITOR OF THE SONORA HERALD
AND TWO OTHER MEN SHOT!!!

> We learn by Todd & Co's Express that in consequence of an article which appeared in the Sonora Herald a party of gamblers went to the office and shot Dr.Gunn, the Editor, Mr. Christian, one of the proprietors, and a Mr. Coufforth. Four others were wounded and several arrests were made. We have not room for further particulars.[1]

Only on rare occasions were editorial articles sacrificed to news items but the evening Bulletin, January 31, 1856, gave way to the pressure of some local correspondents:

> THE EASTERN NEWS,
> Which we publish today leaves us but little room for our editorial matter. We have condensed the news as much as possible, to make room for our correspondents, whose communications being on local matters of more immediate concern are more urgent.

All of the early newspapers devoted much space to articles, comment, editorials, letters from the public, poetry and non-essential news-stories. Written in a popular style, they touched upon literature, politics, religion, and science. Most of them had little news value as judged today but they were set into type and placed wherever needed to fill up the page.

Non-news material appeared every day in the week and on every page of the newspaper. Certain editions, usually the Saturday papers, carried more of this kind of matter

[1] California Courier, June 28, 1851.

than the others; in fact, it sometimes became necessary to get out a supplement to print it. Generally, there was never more than one peom at a time, but some verse was always present. Most of it was printed without giving credit to the author. It was representative of the times. Designed for popular reading, the poems were experiments in rhyme, bits of sentiment, unsophisticated and mainly bucolic. Encouraged by the editors,who paid nothing for poetry, a whole school of versifiers sprang up. Their efforts are seen in the newspaper columns from the first. The editor rarely commented on the verse, then briefly, e.g.;

> POETRY: Late Atlantic papers state that the frigate Constitution, now at Portsmouth Navy Yard, would be surveyed,and probably condemned. Hear what Holmes says on a similar occasion:[1]

Then followed Oliver Wendel Holmes' poem, "Old Ironsides."

It is impossible to tell what the early editors called news. Perhaps a suitable definition would be the formation of such a nature that the lapse of twenty-four hours would make them out of date.

Most of the early publications gave space to secondary news because they depended entirely upon their own staff. There were no organized agencies, highly specialized in the art of gathering and transmitting news to their members. The railroad, telegraph, telephone and other means of rapid communication were undeveloped in the West. California was

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[1] Evening Bulletin, October 10, 1855.

isolated. San Francisco, metropolis of the Pacific Coast, was the center from which the news circulated but its journalism was entirely sectional and mainly local.

Some improvements in communication were made during the decade. Additional boats were added to the river service connecting San Francisco with Sacramento and Stockton; and the service was extended to Colusa and Red Bluff. Several inland express lines were organized to carry mail and passengers to the mines, notably Adams Express Company, Todd & Company and the Ramsey Stagecoach Company. The state telegraph system was extended in 1853 to include Marysville, Sacramento, Stockton and San Jose; but the service was expensive and faulty. The Butterfield Overland Stage, inaugurated in 1858, brought the mail over the old Santa Fe Trail from St. Joseph, Missouri. It averaged eight mails per month and took twenty-one days.

During the period all of the editors gave much of their space, today reserved for spot news and late items, to highly personalized editorials and such features as "Footprints of Reptiles in the Coal Strata of Pennsylvania; Arabian Mode of Capturing Wolves; The Stride of a Racehorse; Derivation of Celebrated Names; The Most Curious Book in the World; Sight of the Bird; The Way Americans Are Humbugged; Sardinian Marriage Customs; What Butterflies Are For; and Etiquette Among Cows."

Much of this material must be classified as news. It was clearly printed as such. Ignore it, and there is nothing left of real news value except a few local items, a smattering of state-wide bits, some short national announcements, and a dash of foreign intelligence. Mixed together into three or four columns and scattered throughout the paper, the result was unsatisfactory to both the editor and the public. But it was the golden age of journalism in San Francisco and the beginning of a California press that, near the century's close, was to make its contribution in light, heat and business enterprise to the nation's expanding news networks.

## IV. THE CIVIL WAR AND THE BIG BONANZA, 1860-1869

### ACTION HEADLINES

In 1860 San Francisco had a population of 78,083, served by forty-three newspapers and periodicals -- thirteen of them dailies, twenty weeklies, eight monthlies, one quarterly and one annual. It was the eve of the Civil War and a new era in journalism.

The Pony Express made history when it brought the first mail overland to Sacramento, April 13, 1860, providing California with fast news dispatches. One year later it carried the news of the attack on Fort Sumter which gave San Francisco its first "war extra." The bombardment occurred April 14, 1861. Ten days later the Alta California issued a special edition, announcing the start of the war. The news was headed:

ARRIVAL OF THE PONY.
ATTACK ON FORT SUMTER.
SURRENDER OF MAJOR ANDERSON.
CIVIL WAR COMMENCED.

This was followed by fifteen decks which gave a resume of the attack and the opening of hostilities. It was an

arrangement that marked the beginning of a new style of headline writing, known as the summary lead. The widely used one-column lines, one above the other in twelve or fourteen-point capitals which merely tabbed the news no longer satisfied the readers. The nation was engaged in a bloody war and the public wanted the news at a glance; demanded action headlines.

The Alta California issued another extra on June 29, 1861. Its headlines conformed with the new method of disseminating the news:

ARRIVAL OF THE PONY.
DATES TO THE 19TH OF JUNE.
GREAT BATTLE IN MISSOURI.
FEDERAL TROOPS AGAIN VICTORIOUS.
LANDING OF SECESSION FORCES.
FIGHT AT VIENNA, VA.
ARRIVAL OF 50,000 STANDS OF RIFLES
FROM EUROPE, FOR THE FEDERAL
GOVERNMENT.

PROGRESS OF THE CAMPAIGN.
EVACUATION OF HARPER'S FERRY.
THE REBELS CONCENTRATING AT
MANASSAS JUNCTION.
FLIGHT OF GOV. JACKSON, OF MISSOURI.
SKIRMISHING CONFLICTS AT VARIOUS POINTS.

This was followed by 28 decks in small type. The entire head occupied nearly half a column.

## COMMUNICATION IN THE SIXTIES

The state telegraph system was extended to Los Angeles in 1860, where the Overland Mail Dispatches were relayed to San Francisco. After the beginning of the war the Butterfield Overland Stage was re-routed from the old Santa Fe Trail to the central part of the country via Salt Lake City,

Reno, Truckee and Colfax. Transcontinental telegraph service was established in October, 1861 and the Pony Express became less important as a news-carrier. The evening Bulletin, October 22, 1861, announced the end of this unique service with the following item:

> A great epoch in the progress of California is momentarily anticipated--the completion of the transcontinental telegraph which is to place us in instantaneous communication with all portions of the American Union. Perhaps tomorrow we shall have news from Washington, New York, St. Louis and the armies of the East and West, not an hour old....We may hear that a great battle is already raging and find ourselves waiting in breathless anxiety from moment to moment for the flashes of magnetic intelligence describing its progress and result. This anticipation has been so long on the minds of our people, and we have from day to day seen its realization so rapidly approaching that the great fact will not take us by surprise and startle us into unexpected sensations. But the vast importance of the new era dawning upon us is in no wise diminished by the circumstances that we have a realizing sense of its coming.

It was now possible to publish genuine last-minute news. The next day the Bulletin celebrated the appearance of its first "magnetic intelligence" by printing the first large headlines used in San Francisco:

TRANSCONTINENTAL NEWS
---
DISPATCHES TO THE BULLETIN
---
LATEST EASTERN NEWS
---

The editor used a variety of type faces to make a summary lead of eleven decks, inverted pyramid style.

The sixties was the era of railroad building. Work on the Central Pacific, building east from Sacramento and the Union Pacific building west from Omaha began in 1863. The transcontinental line was completed in May, 1869. It was the period when Chinese coolies poured into California by the thousands to supply cheap labor for the railroad kings, Huntington, Stanford, Hopkins and Crocker.

Urban and interurban railways were constructed in 1861 when San Francisco acquired its first horse-drawn street car. By 1864 newspapers began to compete for the advertising business. The following interesting notice appeared in the Alta California, June 28, 1865:

> Omnibus Ry.--North Beach & Mission R.R. Co. BEWARE! Ye who advertise in street cars, or free newspapers, telegraph and street guides. F. J. B. Thompson warns you he is the only one authorized to put advertising in cars as agent of the Company. Conductors are authorized by their superintendents to prevent others from putting advertisements in cars.

The Associated Press, a news agency originally known as the New York Associated Press, since its founding in 1848, expanded its service to several hundred newspapers. During the sixties it grew into a nation-wide organization which furnished telegraph news at reasonable rates.

## THE ALTA CALIFORNIA IN 1861

The newspapers of 1860 were a great improvement over those of the previous decade. They had definitely grown out of the fledgling stage of haphazard journalism with its

battered type, slow hand-presses, loose make-up, and careless mistakes in spelling and punctuation. The daily publications, especially the Alta California, evening Bulletin and daily Morning Call which boasted of complete offices and large organizations, were newspapers of merit, judged by Twentieth Century standards.

The Alta California had a front page resembling the modern format. It was given over to news, more items appearing on it than in all the other pages combined. The issue of January 30, 1861, consisted of four pages, size 22 by 31 inches, with nine columns on each page. Page one carried 205 inches of news and 32 inches of advertising; page two carried 55 inches of news and 196 inches of advertising; page three had 252 inches of advertising and page four carried 61 inches of news and 204 inches of advertising.

## ADVERTISING

Advertising occupied by far the greater amount of space, about sixty per cent. It was entirely local and generally grouped under "Special Notices, Auction Sales, Shipping, and Ocean Steamships." In the issue of January 30, 1861, the advertising was distributed as follows: merchandise, 286 inches; real estate, 186 inches; transportation, 73 inches; financial, 51 inches; health aids, 35 inches; liquor, 19 inches; miscellaneous, 34 inches.

The advertising generally was formal and impersonal, mere summaries and exposition which carried no appeal. The columns were liberally sprinkled with tiny idiographic cuts or trademarks, each one symbolizing the article for sale. There were 113 in the Alta: eagles, flags, building fronts, ships and pointing fingers. The bulk of the ads were classified; but some display space began to appear both on the front page and the interior. At first they were 2 by 2 inches and inserted singly, then gradually they grew larger and were often bunched or placed together in the same column.

Black-face type was used with monotonous regularity. Sometimes a negative cut, black background with white type, appeared as a novelty. A trend toward the improvement of advertising technique can be noticed in the early sixties. The ads became larger and clearer, the classifications, more varied, and the tendency to scatter ads among news items diminished greatly. Novel arrangements began to appear, and some of them carried appeal.

DISPLAY ADS

The following display ad appeared on page one, column nine, of the Alta California, January 1, 1862. It occupied five and one-half inches at the top of the column:

For Elegance and Usefulness Combined
in a Present
FOR THE HOLIDAYS
BUY A

The Wheeler
and Wilson
Family Sewing
Machines are acknowledged to be far
superior to
all others
in use.

They
are adapted
to every variety
of Family Sewing,
they are not liable to get
out of order, and a child
learns to use them.

The
Wheeler
and Wilson
Machines make a
stitch alike upon both
sides of the fabric,
and it will not
rip or ravel
out.

Do
not buy
a Chain Stitch
Machine, the seam
has a cord on one side
very unseemly and
liable to wear
off and
rip.

H. C. HAYDEN, Agent,
Corner Montgomery and Sacramento Sts.

The daily Morning Call, May 3, 1864, carried the following amusement ad on its front page. It was one column wide by three and one-half inches deep, set in bold type. Emphasis was placed upon the engagement by repetition.

N E W  I D E A
N E W  I D E A
N E W  I D E A

WILL APPEAR ON MONDAY, MAY 9
WILL APPEAR ON MONDAY, MAY 9
WILL APPEAR ON MONDAY, MAY 9

J U L I A  M O R G A N
J U L I A  M O R G A N
J U L I A  M O R G A N

CHAMPION JIG AND FANCY DANSEUSE
CHAMPION JIG AND FANCY DANSEUSE
CHAMPION JIG AND FANCY DANSEUSE

A L S O

W. C. M O R G A N
W. C. M O R G A N
W. C. M O R G A N

A N D

M A S T E R  F R A N K
M A S T E R  F R A N K
M A S T E R  F R A N K

IN THEIR GRACEFUL AND DARING

POSTURING ACTS
POSTURING ACTS
POSTURING ACTS

AND

E T H I O P I A N  P E R F O R M A N C E S
E T H I O P I A N  P E R F O R M A N C E S
E T H I O P I A N  P E R F O R M A N C E S

Idiomatic phrases and usages innocently lent a measure of humor to the ads: "Gray Merino Drawers; Teeth Inserted Without Plates; People Desirous of Having Teeth Plugged With Gold; Parlor and Chamber Furniture; Teacher Wanted as Disciplinarian in School; and Artists: Historical and Portrait Painters Guarantee Beauty of Work and Personal Likeness."

THE DAILY MORNING CALL IN 1863

The daily Morning Call consisted of four pages, size 16 by 22 inches, with seven columns on each page. Its logotype was five columns wide and printed with heavy black-face type one inch high which made the front page top heavy in contrast with the light nonpareil body type. The issue of December 10, 1863, is typical of the period. The first column on page one began with an eight-deck head, the top two decks of which were credit lines in small type, revealing the news source.

By the Overland Telegraph
---
(From the Dispatches of the Associated Press)
Later From The East
---
Foster And Sherman After
Longstreet
---
The Inactive "Situation" in
Virginia
---
Homage For Recent Victories
In Tennessee
---

A Richmond Paper Severely Criticizes Jeff Davis' Cabinet

---

Etc.....Etc.....Etc.

---

The Supreme Court In Session--Proclamation From The President

---

The story carried a Washington date line immediately following the last deck. It was cut up by subheads into eleven brief dispatches about the Civil War. The last item in the column was a one-inch local story with the one-line head: "Trial Of A Kleptomaniac."

Column two began with smaller heads which threw the sheet out of balance. Column two was headed "Dispatches By The State Line--(Exclusive To The Morning Call)." The first line was in small Old English type, caps and lower case; the second was in minion lightface caps. The last item in this column was given a two-line head in small type:

Late Important News
From Mexico

Column three was led by a half-column story under a two-deck head as follows:

Affairs At The Capital
(Regular Correspondence of the Daily Call)

The rest of this column was made up of a group of small items on war and local events with sideheads in lightface caps of the body type.

Column four started with a story under a two-deck head of one line to each deck. It follows:

From Panama
---
List of Passengers Given
---

This head carried twenty-four different news briefs without any subheads. The other three columns were filled with ads under the classifications "Amusements, Merchandise, and Real Estate." There was no balance or symmetry to the page; no system or style to the heads, each top head differing in number of decks, style of decks, and type fonts. Except for the logotype and the eight-deck head in the first column, the front page resembled an advertising handbill. The body type was 6 point which made a great contrast with the adjacent ads, rendering the paper difficult to read. The numerous small cuts used in the advertising on the right-side column gave that portion of the page a smudgy appearance.

Page two carried twenty-three stories, local and telegraph. Twenty-one of these were in the first column and rated side-heads. The next column began with a one-line head, "The Governor's Message." It was filled out with more brief items. The balance of the page consisted of advertising. The use of initial letters in the short reader ads, and heavy black-face lines of type in the display ads, gave page two a messy appearance.

Column one, page three, started with a one-line, 7-point head over a write-up of local theatres. This was followed in turn by law suits, criminal and miscellaneous

news under one-line, 6-point heads. Column two carried three different stories with a same-size head. Advertising took up the balance of the page. Thirteen brief items, under one-line heads, were placed in column one, page four. Column two was headed with a poem. The balance of the column consisted of a series of jokes. The other five columns were given to advertising.

## SCOOPS

About this time two young Irishmen Charles and M.H. de Young, decided to enter the publishing business. They secured a few fonts of old type and a hand-press and founded the daily Dramatic Chronicle. The de Youngs were only in their teens but they possessed ability. Their publication consisted of four pages, size 11 by 15 inches, and carried five columns to the page. The logotype was two and one-quarter inches deep and eleven inches wide. About seventy per cent of the space was given to advertising. It was supported by theatrical ads and distributed gratuitously. The daily Dramatic Chronicle quickly became the talk of the town. The following incident, as described by a contemporary newsman, reveals the boys' flair for the sensational.

> It was in 1865, at a time when every pony express was expected to bring great news from the front, and each afternoon thousands of anxious people gathered on Montgomery street--then the principal thoroughfare--awaiting the appearance of the Evening Bulletin, which was issued about 5 o'clock. One day about 4:45 o'clock an extra

> suddenly appeared at a dozen places along the street. It contained what purported to be a pony express report, under a half-column scare head of which I remember the first two lines:
>
> RICHMOND TAKEN! BEN BUTLER SHOT WHILE RIDING THROUGH THE STREETS!
>
> You ought to have seen the rush for those extras at two bits each! Crowds fairly smothered the newsboys. The excitement lasted ten minutes, and then couriers rode furiously through the street proclaiming the extra a fraud.[1]
>
> Did the de Young boys act as "newsies?" Don't think it. They were in an alley, counting their gains. The excitement had quieted down long before the "enterprise" was traced to them.
>
> When the daily Chronicle was started by the de Youngs they had "the instinct" to turn a trick that soon put it well on its feet and left the other city papers to hold the bag. All fresh eastern news was received by pony express. They arranged with the riders to have their mail delivered at any point on the road, then hired a relay of fast nags to meet each pony miles out of the city. The Chronicle's esteemed contemporaries at length awoke to the fact that all important news was printed and on the street an hour before the old dailies received their mail.[2]

On April 15, 1865, the Dramatic Chronicle scooped the city with its story of President Lincoln's assassination. The news was accompanied with a vivid woodcut, made from an artist's sketch of the scene. This illustration was not the first to appear in the Chronicle, but it was the first used

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[1] Richmond actually fell to the Federal forces on April 2, 1865.

[2] Graham, J. B., Handset Reminiscences: Recollections of an Old-Time Printer and Journalist.

in connection with a news story. The demand for copies was so great that additional pictures were printed on satin-finished cardboard and given to the readers at the news stands.

Efforts to make illustrations a feature of daily journalism were first undertaken by the De Youngs. On February 2, 1865, they printed a portrait of Edward Everett. On April 16, a portrait of John Wilkes Booth appeared. They were woodcuts, very clear and good likenesses engraved from a drawing by Tojette, a well-known artist.

## THE EXAMINER IN 1865

The Democratic Press was established in 1863. It was a pro-Confederate weekly. Following the assassination of Lincoln it was wrecked by an angry mob of Unionists, but resumed publication July 12, 1865, under a new name, Examiner, A short time later it became a daily.

The issue of July 18, 1867, consisted of four pages, size 18 by 24 inches, with seven columns. The logotype was one and one-half inches deep and eleven inches wide, in plain bold-face type. It carried a left and a right ear at each end of the logotype. Page one contained 52 inches of news and 88 inches of advertising; page two had 23 inches of news and 93 inches of advertising; page three carried 75 inches of news and 82 inches of advertising; and page four was made up with 154 inches of advertising. There were forty-nine cuts in the edition. One restaurant used illustrations of an oyster, fish, lamb, steer, hog, chicken and turkey to indicate

the food available on its menu. There were no two-column ads.

News was published under one-line heads in caps and lower case, except editorials and vital statistics which were in caps. Many long letters and clipped editorials were printed as news items. Politics dominated the space given to news and editorials. Telegraph items were symbolized by a three-quarter-inch cut of a telegraph key emitting flashes.

The Examiner was making a fight to become the dominant Democratic paper of California. It featured party meetings in the news and editorial columns and used the Democratic ensign in its display advertising of the meetings. Concerning the ensign, it wrote boastfully:

> We have had made the O. D. Democratic ensign at a heavy expense in the hope the party would give its patronage to the paper. We have stemmed a torrent of persecution, bigotry, intolerance and proudly bear up the party emblem.[1]

The publishers supported Henry H. Haight for governor and made a bitter fight against what it termed "Puritanical Laws." The first column on page one began with a caustic three-stanza poem entitled "The Voters." It was marked anonymous but a line at the top stated it was "Written for the Examiner."

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[1] It is not apparent what was meant by O. D. Note the use of the verb "bear."

THE VOTERS

The native born will vote for Haight
And place him in the van,
And thro' the ballot-box will choose
For Governor a man.
The enemies of civil rule,
In their unhallowed might,
Essay to elevate the Black
Above the prostrate White:
But reason will assume her way
And foil a wrong so base,
For nature with unerring truth
Proclaims the nobler race.

The Irishman--the son of toil--
Will vote the ticket straight,
And victory will crown the camp
Of Democratic Haight.
And soon the toiler from the heel
Of grinding taxes freed,
Released from radical misrule
Will have the toiler's meed.
Tho' white supporters on the roll
The coolieites may scan,
They calculate without their host
To claim the Irishman.

The German from the placid Rhine
Enlightened, brave and true;
Italy's son from southern clime,
And gallant Frenchman too--
Europe's freedom-loving sons
Will rally for the cause,
And veto the encroaching gripe
Of Puritanic laws;
And each and all, with single aim,
United heart and hand,
Will drive the hydra of misrule
Forever from the land.

The poem aptly portrays the politics of the time and indicates the part played in the campaign by the newspapers. It was the "style" of the newspapers of the time to quote poetry at the beginning of a local story of importance. If the reporter could not recall a part or all of a poem that

was germane to the subject, it was up to him to get up a poetic lead for his article. In general the reporters balked at this procedure but the editors stood by the practice as a sacred duty to journalism. It was the age of poetry -- journalistic poetry -- and everybody with aspirations to write swamped the press with their efforts. If a verse had merit it was quickly printed.

The reporters were opposed to the use of rhyme and vigorously protested its use with their stories. They called a meeting and passed a resolution condemning its use as leads, but the editors stuck to their poetic guns. The controversy provoked the Examiner to cut loose at the scribes with this sarcastic broadside: "Reporters should learn how not to manufacture items out of every dog fight, drunks, vagrancies, etc." The squib evidently won the quarrel for the editors, for poems continued to head the news stories.

The "Voters" poem was followed by an article written by "Frederica," and headed "Conventual Education," in one line. It headed a twenty-six inch discussion on the merits of public schools and colleges compared with parochial institutions, with the argument favoring sectarian schools. Another front-page story was a twenty-inch reprint from the Union Springs Times, under a one-line head, giving an interview between the editor and Thaddeus Stevens, a leader in the Republican party. The interview occurred at Stevens' home in

Lancaster, Pennsylvania. He had been a strong abolitionist before the Civil War.

Stevens vehemently denied that the Southerners had constitutional rights and declared:

> The Constitution does not enter into the question--has nothing to do with it at all. You Southerners made the issue on war. The North--whether wisely or unwisely it is of no use now to inquire--accepted the issue and conquered you. By a thousand acts, which some of my party seem now to forget, the Government recognized you as a belligerent nation, and your defeat left you no right under the Constitution nor any claim to be treated by its provisions....

This interview was obviously reprinted for its political effect. During and after the Civil War there were many in California whose sympathy was with the South. The article was intended to embitter and drive them into the Democratic party which the Examiner favored.

"Death in Doors" was another one-line head on page one which introduced a news report on a health subject. The article was concluded with the statement that lack of good health was due to "lack of fresh air." A two-line item was devoted to the announcement of a coming meeting of the Anti-Coolie Club. A six-line news brief told of the death of a colonel:

> FOUND DEAD:--The dead body of Colonel James Miller was found in his bed at the What Cheer House, yesterday morning. A phial, containing morphine, was found in the pocket of his coat. He arrived here from the East by the last steamer.

Following is another:

> GREAT REGISTER:--During the last week, says the Union, 225 names have been added to the Great Register of Sacramento County. The whole number now registered is 5,112.

It was the privilege and custom of those days to copy stories from other publications, using them unchanged. News items were even taken from rival newspapers in the same town. This practice has been handed down to present day journals, but nowadays the articles are rewritten and nearly always verified before used.

## FOREIGN LANGUAGE PRESS

Many foreign-language publications came into existence during the sixties. Only four of them, however, enjoyed success. They were the daily Courrier de San Francisco, San Francisco Hebrew, Hebrew Observer, and La Voz de Chile y Nuevo Mundo. Nine others began and failed during the decade 1860 to 1870; five French, one Italian, and three Spanish.

## THE BIG BONANZA

The Comstock silver mines were discovered in 1862, and brought an era of great industrial expansion which was reflected in San Francisco. The first mining exchange in the world was established here in the same year. It was called the San Francisco Stock & Exchange Board and is still operating, under a different name. The city became the seat of activity upon the Pacific Coast. It was the fountainhead for

local news. Yet local items, outside of letters from the public, took up less than a column of space, and such items as did appear were merely briefs thrown together in a jumble of short paragraphs. It was an era of big mining, irrigation, railroad construction and real estate operations yet little of this news appeared in print.

Throughout the period there was a mania for prospecting. Several rich discoveries were made, but mining news only got a few lines among items dealing with court proceedings. The papers never dealt with the value of the discovery or its prospects. Oil jumped to the fore during the sixties. In fact, oil wells 40 miles from San Francisco, were in production, as indicated by this ad:

> COAL OIL LANDS:--Owned by the government only 40 miles from San Francisco--One at 150 foot depth yields one to ten barrels a day. Lands adjoin this well.[1]

Not a single newspaper mentioned these coal oil wells in the news. They would be headlined by the press today.

## MANUFACTURE OF TYPE IN SAN FRANCISCO

Until January 1, 1867, all type used by the local newspapers was imported from the Atlantic seaboard, but on that date a foundry was put into operation by William Faulkner & Son, at 411 Clay street. It was the first one on the Pacific Coast.

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[1] Alta California, June 28, 1865.

The manufacture of type had kept pace with the newspaper industry all through the years. Prior to 1828 it was cast exclusively by hand; then ideas for casting machines began to be patented. The first successful type-casting machine was invented by David Bruce, Jr., of New York, in 1838. The old method of making type was to first design the letter on paper, and then transfer the sketch to soft steel. The steel was then hardened by tempering and became the punch which was forced into a strip of copper, which when finished became the matrix. From this matrix, types were cast singly by hand or by machines. Punches were exclusively used until 1865 when the method of cutting an original in type-metal and making a copper electrotype matrix therefrom was developed. All type was cast on bodies known as agate, nonpareil, minion, brevier, long primer, etc., each foundry having a slightly different size-standard. Few sizes of style however were made.

Faulkner & Son used three machines in their foundry and produced type worth $20,000 during the first six months of operation. Business was so good that the new firm contemplated the purchase of three additional machines to take care of the orders which kept coming into the shop. The work at first was confined to the manufacture of body type, but several other varieties were produced before the year ended. The company employed nearly forty persons.

## CHALK ENGRAVINGS

According to Albert Hoffman, president of the Graphic Arts Engraving Company, 500 Sansome street, who was an engraver for the local press prior to 1900, chalk plates came into use in the late sixties. Printing plates were made by casting type-metal from letters and designs or illustrations engraved on prepared chalk baked on steel plates. It was a much faster method than using woodcuts.[1] It still is in use in some rural and small printing offices.

## PROGRESS

After the Civil War the newspapers began to show an improved make-up. This was largely due to technical advances. The telegraph linked San Francisco with the Eastern news centers, supplied late stories, fostered decked headlines and the summary lead. The railroads supplied a fast and convenient means of shipping the product, opened up new areas, stimulated business.

In 1869 the evening Bulletin and Morning Call purchased Hoe & Company rotary presses to meet the increased demands for speed. They were eight-feeders and had an improved apparatus for securely fastening the type on a large rotating cylinder in a horizontal position. This was accomplished by the construction of cast-iron chases, partially curved, a

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[1] According to John P. Young, "Journalism in California," the process was an invention of Mark Twain who patented it.

separate one for each page. The column rules were made tapering toward the base of the type, and the type was securely locked in the chases so that it could be held firmly in the required position to form a complete circle, thus enabling greater speed with less waste motion. Around the large-type cylinders were placed smaller impression cylinders, the number of these being governed by the required output. Each of the feeders produced about 2,000 impressions, making a total of 16,000 per hour, printed on one side, or from two machines 32,000 sheets printed on both sides. Six pressmen were required to operate them. Despite this refinement, all publication was limited by the slowness of setting type by hand, approximately 750 words an hour.

## V. WESTERN JOURNALISM, 1870-1879

### LEADING NEWSPAPERS

Leading dailies of the 70s were folios (sheets folded once, making four pages). They were large in size, varying from 18 to 31 inches in width and 24 to 49 inches in length and were known as "blanket sheets." The weeklies were especially cumbersome, measuring from 19 to 41 inches in width and 26 to 58 inches deep, four to ten pages each.

The daily Alta California, the oldest and largest, was 31 by 49 inches in 1870, and 32 by 46 inches in 1876. Its weekly edition in 1876 consisted of eight pages, each 41 by 58 inches. It was the largest "blanket sheet" ever printed locally. The Evening Post, established in 1871, measured 18 by 24 inches, approximately the same size as today's journals. The evening Bulletin and the Examiner were

the same size, 28 by 42 inches. The Chronicle[1] was slightly smaller in 1870, 23 by 32 inches, but was increased to 26 by 46 inches in 1875. The weekly edition in the same year consisted of eight pages, size 36 by 52 inches. The Sunday Chronicle was 39 by 52 inches.

All of the newspapers were used primarily as mediums of advertising. Approximately sixty per cent of the total space was given to ads.

## ADVERTISING

Most of the merchandising in the city was done through the auction houses and they dominated the advertising space. Payment for goods was usually demanded in gold. The City of Paris and The White House, leading stores which sold wares without the aid of auctioneers, were prominent advertisers, often using entire columns.

The bulk of local advertising consisted of merchandise for sale, announcements, real estate and transportation service. Auction sales covered everything from gold-finding machines to "superb" groceries. The announcements covered legal notices, lodge meetings, dividend notices, and political meetings. Houses for rent dominated the real estate ads.

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[1] The prefix "Dramatic", was dropped September 1, 1868.

Railroad and steamer service made up the advertising under transportation. The Southern Pacific Company used considerable space to tell about its connection with the East. Coastwise shipping also was important. Health aids -- medicinal springs, patent medicines, unusual cures, etc. -- were beginning to be popular.

The following table indicates the amount of space allotted to the leading types of ads, in column inches, by each newspaper.[1]

| | Alta 7/27/70 | Bulletin 7/28/70 | Chronicle 7/27/70 | Examiner[2] 2/9/74 |
|---|---|---|---|---|
| Merchandise | 240 | 120 | 155 | 15 |
| Announcements, Legals, etc. | 185 | 65 | 45 | 365 |
| Real Estate | 90 | 50 | 40 | 5 |
| Transportation | 90 | 30 | 20 | 40 |
| Health Aids | 5 | 30 | 20 | 5 |
| Liquor | 40 | 20 | 5 | 15 |
| Employment | 5 | 10 | 10 | 5 |

The Alta California gave more space to advertising than any other newspaper. It led its nearest rival, the Examiner, by three hundred and fifty inches. The latter, in turn, led the Chronicle by two hundred inches, and the evening Bulletin by three hundred inches.

Early in the seventies the Examiner was awarded the bulk of the legal business, publishing as much as fifteen

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[1] In round numbers. See "Trends in Size, Circulation, News and Advertising in San Francisco Journalism," 1870-1938, Vol. IV, for more detailed analyses.

[2] Earlier copies not available locally for study.

columns in one issue. Its designation as the official press for the City and County of San Francisco brought it a profitable source of income which was desired by the competitors; consequently, a suit was filed to declare the award illegal. Two district judges ruled in favor of the Examiner but the case was carried to the higher courts. This provoked the following retort:

> The Examiner is now the official newspaper of the City and County of San Francisco and will be so for the next four years. It is designated as the paper in which legals can be published only for the next four years. The matter is now before the State Supreme Court and it is for that tribunal to decide.[1]

The Bulletin, Chronicle and Examiner continued to devote most of their front-page space to advertising: forty-five, eighty and sixty per cent respectively. The Alta California gave only twenty per cent of its front page to advertising. From time to time two-page supplements were issued when the advertising was too heavy to be included in the regular four-page edition. On such occasions the Bulletin filled its regular pages with an extra amount of literary material -- short stories, poems, etc. -- and invariably carried four or more columns of advertising on each page of the supplement.

The ads were always placed on the right side of the pages, the major portion appearing on pages three and four.

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[1] Examiner, February 9, 1874.

None of the copy carried sales appeal; but a wide variety of wares was listed. Poetry was sometimes used, breaking the monotony of dry reading.

The Bulletin permitted its advertisers to criticise their competitors, a practice which has since been discarded. For example, a cosmetic dealer claimed that lead poisoning had been found in the products sold by his competitor down the street, elaborating on its injurious effects to milady's complexion. He announced, however, that his product had been analyzed and found to be one hundred-per cent pure and would "beautify instead of marring the ladies' faces." Indirect slaps were given to all laundries employing Chinese workers by one competitor known as the Co-Operative Anti-Coolie Laundry. The ad stated that white women only were employed in this plant.

Employment ads were divided into male and female sections similar to the Help Wanted columns in the modern newspaper. The shoemaking industry appeared to be thriving as one firm advertised for forty shoemakers at one time, offering the "highest wages." As a rule, the classified ads were broken into groups: employment, partners wanted, lost and found, business opportunities, city and county real estate, and fashionable clothiers. They were featured on the front page by most of the dailies.

The Chronicle devoted two columns to unclaimed letters, publishing the names of those for whom there was mail.

It proved to be a profitable column. There were three names to a line and fourteen lines to the inch, each of which was charged two cents if and when he called for the letter, on file at the newspaper office.

NEWS

In the main only local items received news treatment comparable to modern handling. Generally they were brief and highly personalized. A reporter would write an article on some political issue, give a portion of the facts as they occurred, and then, for no reason at all go into his stock phrase: "This writer has constantly held the opinion that..." "...right here it may be worth noting that..."

All other news items, especially foreign, were brief and impersonal; telegraphic brevities that covered everything from "Maoris on Warpath" to "Tremors in Timbuktu." Usually they consisted of only two or three lines.

The exchange of publications and reprints was an important method for securing material. Most of it was fiction, jokes and poetry. The Chronicle of May 21, 1877, gave twelve inches of its second page to a reprint from the Toledo Blade:

> HUMOROUS DIARY OF ONE PETROLEUM V. NASBY, EX-REFORMER, on the Republican Revolt: Nasby Finds Many Indicashens of a Coming Storm--Confedrit X Roads ("hish is in the state of Kentucky.)
>
> Ef the yooserper Hayes don't find hisself into a muss with his party in less than a month, I

> am mistakin. I hev bin in New York and hev observed indicashens. There is a storm a brewin which will break onto his devotid head and sweep him from the face uv the political earth....

Here is another reprint from the same issue of the Chronicle. It is from the Kansas City (Mo.) Times:

> THE TAIL OF A SPITZ: A rather amusing little episode in every-day life transpired a few days ago, which being witnessed by one of the reporters of the Times was duly noted. It was on one of the Eastern-bound trains which daily and nightly thunder along pell-mell through the wild woods of Western Missouri. The train was one of those well arranged, well managed caravansaries which so astonish our European cousins, half hotel, half railroad train, in which people can eat, sleep, court and travel without getting into the mud to rest and refresh while the iron horse is being changed....

Letters from the public supplied the editors with much material that found its way into print. The following is a sample:

> NEW YORK LETTER: A Galaxy of the Events of a Week in Gotham, California Joe's Cupidity, A Wonderful Marriage--Colonel St. Martin's Last Adventure--Etc.
>
> All Gotham is literally mad, not with hydrophobia in the body, but with curromania on the brain. We are smitten with the dog fever, externally of house and internally of domicile, dwelling in admiration at the costly pets of others and anxiously watching over the welfare of our own pedropedal penates of our own household. While the dog show was open the Dog law has gone into force....
>
> Mr. Daly's Tragic End: for he undoubtedly committed suicide in the deserted house upon Laurel Hill, only one mile from the Astoria Ferry and almost within the precincts of Long Island City, demonstrates the insecurity of human life within the environs of the metropolis and the utter

> ignorance of our suburban inhabitants as to matters of moment transpiring within our city limits....[1]

The editors sought correspondence and often appointed persons to act as "Special Correspondents" to submit letters from sources outside of San Francisco. Although the news was generally more than a month old, the writer was paid from $10 to $23 for a letter, depending upon its news value. Special columns were carried for the children. This notice appeared in the Chronicle, May 27, 1877:

> TO OUR YOUNG CONTRIBUTORS: Original contributions, embracing puzzles, essays, etc. are invited from all our juvenile readers.

The public had a desire to break into print. Many wanted to get their views off their chests and the editors were more than willing to consider every kind of material: books, short stories, poems, articles, etc. The front page of the Examiner, January 2, 1878, carried: eight and one-quarter inches of verse; two inches of jokes scattered throughout the page; a three-inch article, "How Henry Ward Beecher Joined the Church;" a five-inch article, "Their Dear Little Feet;" "How Lovely Women are Shod in Paris This Winter;" an entire column of "House and Farm," containing these items: "Coughs and Foul Air, Eyes and Cold Water, Cruelty to Babies, Vanity Fatal to Rats, Coal Fires, Liniment Prescription, How

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[1] Chronicle, May 21, 1877.

to Determine the Age of Eggs, How to Wash a Flannel Shirt, Muskmelon Butter, and How to Relieve Neuralgia."

All of the Newspapers gave much space to highly personalized editorials and other material of an original character:

AN EDITORIAL FOR THE CHRONICLE[1]

"The Devil was sick, the Devil a monk would be;
The Devil was well, the Devil a monk was he."
--Rabelais

When Kearny was sick
And bailless in "Cell No. 2,"
The Chronicle says--
"With you and your fellows I've nothing to do."

When Kearny was free,
And Bones in the van--
The Chronicle says--
"Now Kearny's my man."

MORAL

If you wish to be right
When things are in doubt;
Just straddle the fence,
'Till the issue is out--
Then pitch in and swear;
'Twas just as you said;
You only keep dark
to be sure who's ahead.[2]

From the start San Francisco's papers had given emphasis to literary and artistic criticism. However, it was not until between 1870 and 1880 that regular literary departments evolved which presented reviews and criticism partly as

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[1] Examiner, January 24, 1878.

[2] Examiner, January 24, 1878.

favors to the advertisers. Here is an example from the third page of the Chronicle, May 21, 1877. It occupied sixteen inches.

> Review of "AH SIN"--Production of the New Play by Harte and Twain at Washington.
>
> Three successive nights have tested the strength and the weakness of the play launched by Bret Harte and Mark Twain at the National Theater. The first night brought everybody worth knowing in Washington to the house, the next night the business was poor, and last night it was bad. Washington is not a large place; it is large enough to give a single theater good business. It does when the theater gives a good play.
>
> AH SIN is not a good play. It is a clever extravaganza. It is an excellent sketch....

The various departments of the newspapers were recognizable only by the headlines, and were placed in the paper at random. They appeared on all pages and in various columns. The Sunday editions[1] and Saturday supplements always contained regular departments. Following is a survey of the Sunday Chronicle, May 27, 1877: Twenty-eight inches on the front page, of Stoddard's Lecture No. CLV; "Up the Bosphorus;" thirty-eight inches of "England's Cities," correspondence of the Chronicle; two and one-half inches given to "A French Romance;" twenty-four inches labeled "Art Notes;" ten and one-half inches devoted to "Katy Kota At Yosemite" --

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[1] The first double-sheet edition of a Sunday newspaper was issued by the Chronicle, December 14, 1872. It was a colorless affair of long unbroken columns, printed in agate type; but the demand for this edition was so great that it was necessary to run off an extra edition.

> To the editor of the Chronicle: Sir; Since I wrote you last, several weeks ago, I have seen and "done" the Yosemite Valley, the most cracked up piece of country I ever saw in all my born days....

On page two, thirty-eight inches were given to "Footlight Flashes," nineteen inches to "Home Notes," and four inches to "An Occulist's Discovery." On page three, nine inches of anecdotes, jokes, and a mixture of items appeared. To illustrate:

> A new dance has been introduced into Paris. It is called the Boston.
>
> Southern women wear side-laced gaiters of kid and serge, as they prefer light shoes.

Page six carried ten and one-half inches of poetry, thirty-two inches of a story, seven inches of "Denominational Notes," ten and one-half inches here given to "Fashion Notes," sixteen inches labeled "For the Ladies," ten inches to "Feminine Brevities," two and one-quarter inches of material concerning "Babies," and sixty-six inches were devoted to literary reviews and criticism. "Literary Notes" occupied six inches, "The Chronicle Essay No. 13," from the public, five inches, and "Our Boys and Girls Column," thirteen inches.

There were two inches of jokes, sixteen inches titled "Spirit of Religious Press" and six inches of "Scientific Facts," such as:

> Nitrate of amyl is said to be the best remedy for the dangerous effects of chloroform as an anaesthetic.

Page seven carried twenty-nine inches devoted to "Sumach, A Profitable Crop to Cultivate in California," fifteen inches headed "For the Farmer," and three inches of "Agricultural Notes."

Illustrations and art work were rarely used in connection with the news. The Chronicle published a map of the Franco-Prussian War area in one of its Sunday editions. The practice was so unusual it drew numerous comments from the California Press, which the editor of the Chronicle clipped and republished to show that the innovation met with approval. Errors and news faking brought instant criticism from the offender's competition. The Alta California was lambasted for publishing a "wire story" five days late, while the Chronicle was roasted for allegedly manufacturing European news.

The make-up of all newspapers was irregular. A sense of balance was lacking in the arrangement of news and ads. All were set in small type, and when poorly printed, which was often, were extremely hard to read and sometimes illegible.

## TECHNOLOGICAL IMPROVEMENTS

Several technological improvements were introduced during the decade which kept San Francisco in step with the march of progress. In 1873 the first stereotyping equipment was put into operation by the Chronicle. Stereotyping, introduced into America by David Bruce in 1813, is a process

which moulds alloy[1] casts or plates from about one-sixth of an inch to merely one inch thick, from a matrix of papier-maché. These plates are locked on the press cylinders for printing, and several may be run at the same time. Newspapers were able to cast their own type-forms and speed up production.

In 1877 the Bulletin installed a Hoe web-perfecting press,[2] a further improvement over the "lightning press" purchased in 1869. It printed on both sides from a continuous web of paper and had a capacity of 18,000 folded copies per hour.

In the same year the first telephone exchange on the Pacific Coast was opened here. But another decade was to pass before the spoken word, relayed over miles of copper wire to rewrite men, became a newsroom facility. The telephone unlocked the door for high-pressure reporting.

The first electric plant in San Francisco was installed in 1878, but electricity was not used to operate the presses until a much later date. On September 29, 1879, the Chronicle moved into its own building on the northeast corner

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[1] Stereotype and linotype metal possesses the necessary quality of expanding as it cools.

[2] Invented in 1861 by William A. Bullock of Philadelphia.

of Kearny and Bush streets, establishing the last word in newspaper offices. From the pressroom in the basement to the editorial desks on the top floor, it contained the finest and latest equipment: a 50-horsepower steam engine, a stereotyping foundry, and two Hoe web-perfecting presses each capable of putting out 33,000 copies per hour. The event was celebrated with an eight-page "booster" edition.

Circulation

## VI. A NEW ERA, 1880-1889

### METROPOLITAN JOURNALISM

In 1880 San Francisco took its place as one of the great cities of the United States. It had a population of 233,959 -- one-fourth of the inhabitants of California. It had one of the finest harbors in the world. The Comstock mining boom of 1874 had produced a crop of multi-millionaires who built hotels and theatres along Market street and palatial residences on Nob Hill. The mud flats along the bay were filled in and the waterfront was enlarged. New streets were graded and some of the old ones were widened. The nation's first cable cars clanged over the hills toward the sea. The city grew. Even the great depression of 1877 could not stop it. Mines failed to pay dividends, banks closed their doors and railroad projects collapsed but San Francisco continued to become a metropolis.

Its press was known all over the world. Only two American cities had more daily newspapers,[1] and only four

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[1] There were twenty-one dailies, including foreign-language newspapers.

produced a larger volume of advertising. It was the era of expansion in newspaper service and the publishers made the most of it. The Alta California printed a list of representatives in every edition, giving fifteen state, nine national and twelve international agencies, as well as the following one-inch display ad:

> THIS PAPER
> MAY BE FOUND ON FILE AT GEORGE P. ROWELL & CO'S. NEWSPAPER ADVERTISING BUREAU (NO. 10 SPRUCE ST.,) WHERE ADVERTISING CONTRACTS MAY BE MADE FOR IT IN NEW YORK.

The evening Bulletin announced its eastern connection as follows:

> The New York Office of this journal is permanently located at No. 7 Times Building where Californians especially will be welcomed.

The Chronicle and the Examiner were well represented in other localities. They carried the following captions:

> The Chronicle Office in Berlin will furnish free information of any kind, of interest to American travelers.
>
> Chronicle on sale in New York at the Astor House and Gilsey House newsstands.
>
> The Daily and Weekly Examiner have established in New York City, at No. 46 Tribune Building, an office for the convenience of Eastern Advertisers.

All of the local publications were superior to those of the previous decade and were definitely metropolitan. A smaller format, an increase in space given to news, the use

of larger headlines and more art and the decided trend toward straight reporting indicated an advance. In appearance and content they resembled the modern newspaper. They were smaller and more convenient, the sizes varying from 15 inches to 22 inches in width, and from 21 inches to 29 inches in depth. The Alta California made the most radical change, appearing in quarto form -- eight six-column pages, size 15 inches by 21 inches.

## NEWS VALUES

During the early part of the decade the newspapers carried little or nothing to attract readers to their columns. Make-up was still unimaginative and space given to news was sacrificed to paid advertising. This was especially noticeable in the way news was shunted to the inner pages. Even important items received little attention. For instance, the evening Bulletin, June 30, 1880, gave the story of Christian K. Ross, the father of kidnapped Charley who spent $60,000 in ransom, just one and one-half inches, without headlines. Yet in the same issue the editor converted a "letter from the public" into a news item, dressed it up with headlines, and gave it seven and one-half inches on the front page. The story dealt with the question of whether the public library should close at 9 p.m. or remain open until 10 p.m.

In general the news was classified very much as advertising is today. It was arranged in groups, and then

tucked away under a comprehensive headline. The following heads are illustrative:

| | |
|---|---|
| Foreign Affairs | Foreign, by nations |
| General Dispatches | National and Foreign |
| Latest News Items | National and Local |
| California Clippings | State |
| Brief Mention | Local |
| Oakland Items | Eastbay |
| Magnetic Messages | General telegraph |
| Letters from the People | Local |

All newspapers followed this method, as many as five classifications appearing in each edition. Foreign and national news was invariably placed on the third page, making the interior of the paper the most important news section.

Once in a while extra pages were added to care for sudden spurts in news. For example, the Examiner struck off a six-page edition, December 24, 1880, giving its entire front page and several columns on the second page to a detailed account of the wedding of a Belmont belle and a British baronet (Miss Flora Sharon and Sir Thomas Hesketh). The Alta California gave the same event only two front-page columns. The evening Bulletin, July 1, 1880, was a six-page edition, the last three pages carrying the text of the new city charter.

A review of the news shows that more space was given to items concerning business and politics than to stories dealing with crime, disaster and military affairs. The following table lists the rank in importance of news according

to space given in 1880:[1]

| LOCAL | STATE | NATIONAL | INTERNATIONAL |
|---|---|---|---|
| Business | Disasters | Politics | Politics |
| Politics | Sociological | Personalities | Transportation |
| Crime | Crime | Disasters | Business |

Political items dominated the columns because of the Presidential election campaign between James A. Garfield and General W. S. Hancock. And considerable space was given to international transportation because of the Nicaragua and Panama Canals projects.

## THE TURNING POINT

The turning point in news values came in the middle of the eighties when new technological advances in printing, typesetting and rationalization of production made possible a sudden spurt in the number of pages and editions which could be issued daily. Speed and assembly-belt efficiency came to the newspaper world. Approximately sixty per cent of the space was given to news and forty per cent to advertising. The gain in the amount of space given to news was evident.

| | | | |
|---|---|---|---|
| Alta California | 60% News | 40% Ads | 25% Gain [2] |
| Bulletin | 65% " | 35% " | 15% " |
| Chronicle | 45% " | 55% " | 5% " |
| Examiner | 65% " | 35% " | 35% " |

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[1] Issues measured: Alta California May 26, Dec. 29, 1880. Bulletin June 30, Dec. 29, 1880. Chronicle June 30, 1880. Examiner Dec. 29, 1880.

[2] Percentage of gain over 1870. Surveyed in June and December, 1885.

HEADLINES IN 1895

# HEADLINES IN 1885

Examples of Head-Writing and Make-Up

from the:

EXAMINER
July 24

CHRONICLE
June 25

ALTA CALIFORNIA
June 27

BULLETIN
June 24

# SPRECKELS CASE.

## District Attorney Wilson Closes His Argument.

### MR. M'ALLISTER FOR THE DEFENSE.

### Liberty of the Press and its Bearing Upon This Case — Reciprocity Treaty—Medical Evidence.

Judge Toohy's courtroom was densely packed yesterday morning, when District Attorney Wilson resumed his argument in the Spreckels case by calling upon the jurors to exercise great care in coming to a conclusion as to the guilt or innocence of the defendant. "You, gentlemen," he continued, "do not need to have pointed out to you the witnesses to whose testimony you can give the most credence. The defense has pleased itself to characterize the witnesses for the people as *Chronicle* witnesses. I believe every employee of the *Chronicle* that testified here was and is as honest and truthful as his Honor on the bench, who is the personification of truth and justice. This case has dragged its

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# TRIAL OF SPRECKELS.

## A Long Tirade by Hall McAllister.

### MORE ABUSIVE EPITHETS.

### The Auditors Wearied by Repetition, False Reasoning and Personal Invective.

Hall McAllister resumed his argument yesterday morning before the jury in the case of Adolph B. Spreckels, charged with an assault with intent to murder M. H. de Young. He began by a very complimentary reference to Mr. Taylor. "The other side," he said, "seemed to consider it a kind of disparagement that my associate was so accomplished as to have achieved a knowledge of two professions—that he was first a doctor and afterward a lawyer." Mr. McAllister submitted that Mr. Taylor was not only a doctor of medicine, but that he was also a doctor of law, and he regretted very much that the arrangements in reference

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# SPRECKELS' TRIAL.

## Henry E. Highton's Argument for the Defence.

### Comprehensive Review of the Medical Testimony.

### PATHOS AND INVECTIVE.

### A Scathing Denunciation of Personal Journalism.

#### The 'Chronicle' Reviewed and Defendant's Temptations Alluded to—The Muses Again Invoked—The Son's Unselfish Devotion to His Father.

Judge Toohy's courtroom was again crowded on Thursday afternoon, when Henry E. Highton, an advocate who has achieved distinction in criminal practice for his depth of research, forensic

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# SPRECKELS' CASE.

## Hall McAllister's Able Speech for the Defense.

### A Masterly Review of the Facts Attending

### "The Shooting of De Young in the Left Arm."

### Why the "Chronicle" Supported Eastern Refiners.

### Scathing Arraignment of Gutter-Snipe Journalism.

### The "Live" Newspaper's Methods Reviewed and Exposed.

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The "hot" news story of 1885 was the trial of Adolph B. Spreckels, charged with assault with intent to kill M. H. de Young, proprietor of the Chronicle. The press took sides at once and gave much space to the incident as the prosecution and defense slowly proceeded.

A review of the coverage in this case shows the San Francisco newspapers divided into two camps, each side interpreting from an opposite viewpoint. The Alta California devoted 328 inches, the evening Bulletin 296 inches, the Examiner 180 inches and the Chronicle 164 inches to the episode in the editions of June 24, 1885. Of course, the Chronicle was vitriolic in its attack upon Spreckels during the entire proceedings but eventually the defendent was acquitted. The verdict became the object of the Chronicle's wrath and the story hung fire during the entire summer. De Young lost many supporters by the bitterness of his editorials, in which he alleged "Judicial Farce," "Tampering of the Jury," and published detailed sketches of the jury-room to show that access and "tampering" were possible. The other newspapers, especially the Bulletin criticized the Chronicle unmercifully for being poor losers.

The increased amount of news published brought in its wake an increasing amount of material which had only a semi-news value. Many reprints and clippings were used, especially by the evening Bulletin; and a number of articles

from special correspondents found their way into the newspapers. But the authors were never given a by-line and their contributions were usually saved for the large Saturday and Sunday editions. It was the beginning of the present-day "filler" material which was destined to become the backbone of the rural press: printed matter consisting of jokes, travel stories, literary bits, poems, book reviews, scientific scraps, facts and figures, fashion notes and fiction which could be used at any time to fill up the newspaper. The following item-headings are typical:

> An Island of Cannibal Crows.
>
> Advice to a Young Man: A Letter From George Washington to His Nephew.
>
> Wilde Humor: Some of Oscar's Jokes at the Expense of American Literature.
>
> The Modern Fijians: Some Facts About the Land of the Cannibals.
>
> Bibliophistical Flirtation: An interesting Scene in a Public Library.

Weather reports which heretofore were divided and found in all parts of the paper became a definite department under one heading on a specific page. The evening Bulletin gave six inches on page three to "Weather Predictions: Furnished by the United States Signal Service, Pacific Coast Division." The other papers likewise gave space to this topic.

## THE FRONT PAGE

The Alta California was the only paper which gave its entire front page to news, column eight receiving the

most important items. Advertising dominated the front page of the other papers, filling from four to eight columns on the right-hand side. Occasionally there was some deviation, as evinced by the Examiner, December 7, 1880, which carried the full report of President Hayes' message to Congress in eight and one-half columns on the front page. Usually the evening Bulletin gave four front-page columns to news. Its most important story, an article pertaining to a letter from its China correspondent, covering the Sino-American treaty negotiations, received fifteen inches in column one. The adjacent column carried an eighteen-inch story devoted to a social gathering and a meeting of the San Francisco Art Association, most of the item dealing with the distribution of prizes. The Chronicle carried eight columns of classified advertising on its front page, but column one was generally given to news of local importance. The burning of the ship in the "East River Disaster" was relegated to page three and given 35 inches. It had received 52 inches on the same page the previous day.

Toward the end of the decade there was still a strong inclination on the part of the editor to bunch short bits of news and group them together under such headings as "American Events, Affairs Abroad, or The Pacific Slope," but space given to this type of news was visibly curtailed. In the evening Bulletin, December 30, 1885, one-half of the front

page was given to news of local importance. The chief story covered 25 inches and dealt with "Kindergarten Training in San Francisco." "Cholera in Spain" received 15 inches and "Apache Indian Troubles in the Southwest" received 12 inches. Then came a series of general groupings: "Morning Dispatches," "Brief Mention," "Pacific Coast Items," "Passenger Lists," etc. They took up 25 inches. Some front-page space was given to items which had very little news value, namely, 3 inches to "Failure of Usual Mushroom Harvest after Copious Rains" and 5 inches to "Cultivation of Basket Willows."

The Chronicle, September 15, 1885, gave its entire front page to a news story, chaptered, bearing six pictures and the following headlines: "FILTHY SEWERS, A SYSTEM OF ELONGATED CESSPOOLS, MILES OF DIRTY DRAINS, TONS OF ACCUMULATED OFFENSIVENESS, MUDDY MISSION FLATS, A STANDING MENACE TO HEALTH, THE CITY FRONT ENVIRONED WITH AN ILL-ODOROUS BELT OF CONTAMINATION." The story, which was carried over into two columns on the second page, began with these lines: "It is not the intention to make the present article one of a sensational or alarmist nature, but it is the intention to say plainly just what the condition of things is..." A modest lead in the light of its glaring headlines.

In general the news stories on the front page varied in size, appeal and style; and in the grade of workmanship, timeliness, and accuracy. A definite swing toward straight reporting was indicated.

## HEADLINES

It was seemingly impossible for the enterprising American, seeking or realizing fame and fortune, to make the headlines in 1880. James A. Garfield, who was elected president in November of that year, failed to do it. Banners, streamers, 72-point type and boxed "ears" were not in vogue. The headlines were obscure, and in most cases merely punctuated sentences with no particular form. But five years later, when the impulse to give more space to news was quite noticeable, the items became livelier and longer, more interesting and relevant. Decked heads began to appear. In a short time practically every story carried headlines.

Catch-lines were grouped into decks and arranged in logical sequence so the reader could quickly grasp the gist of the story. Usually the headlines were arranged in four or five decks, but the two-deck set-up was very popular. Eleven-deck heads in a variety of type sizes were by no means uncommon. They were arranged in squares, pyramids and inverted pyramids.

There was considerable room for improvement but a step toward the art of head-writing had been made -- a step which eventually was to become a mixed blessing to readers who were too busy to search the news columns. Some examples of early headlines follow:

EVENTFUL LIFE OF A FAST YOUNG MAN:
A Fortune Squandered.

BROWN'S BULLETS: A Rancher's Pistol Practice In a Restaurant -- B. J. Shay Is the Target.

RUN TO EARTH

---

Isaac N. Hibbs, the Thieving Postmaster, Captured.

---

His Rascality Thwarted

---

The Absconder Is Arrested At Harrison River, British Columbia --

SPECIAL AND SUNDAY EDITIONS

News had become so important that special editions were the order of the day. Every publisher, by necessity or by expediency in the race for subscriptions, came out with at least one large supplement during the week. The Chronicle led the field with eight-page issues on Sunday, Tuesday and generally on Thursday. The front page, Tuesday, June 23, 1885, carried local news; the second page was given to the "Social World," publishing 152 inches of items on engagements, weddings and parties. The third page was the "Sportsman's Niche," devoting three inches to wrestling, eight inches to boxing, ten inches to athletics (gymnastics), eight inches to baseball, nine inches to the "Bay City Wheelmen" (forty trick and fancy bicycle riders), six inches to roller skating races, eight inches to yachting, rowing, trap and target shooting, hunting and angling. Other features appearing on page three were "Council and Lodge" (fraternal news from the ante-rooms) 70 inches; "Soldier and Sailor" (military news) 33 inches.

Page four consisted of editorials and advertising; page five was given to local news (144 inches of the Spreckel's case) and advertising. Page six carried fiction and departmental material; page seven consisted of general news; page eight was advertising.

One page of the Thursday edition always carried a section labeled "Lawyers and Law," in which legal points and authorities were discussed and legal questions, answered. Another page was given to "Agricultural and Horticultural" items by counties, as well as news concerning "Mines and Mining."

On January 1, 1886, the Chronicle issued what it described as a "quintuple" or twenty-page edition of 180 columns containing valuable facts and reviews of the year. It sold at the standard price of five cents.

The Alta California inserted the following advertisement in the columns of the Chronicle, December 30, 1885:

NEW YEAR EDITION

> The most elegant, the most tastefully arranged and the most complete daily newspaper ever printed on the Pacific Coast. It will consist of twenty-four pages, profusely illustrated and printed on the finest grades of paper. Single copies at the Alta office five cents each; single copies mailed to any address in the United States or Canada, ten cents each: ALTA CALIFORNIA PUBLISHING CO., 529 California Street.

ILLUSTRATIONS AND PHOTOGRAPHY

Improved newspaper art accompanied the headlines and large editions. The illustrations were largely woodcuts

and chalk-plates but metal engravings, especially line-cuts,[1] began to appear regularly in the news. The eight-page Chronicle, Thursday, April 30, 1885, gave the entire space on pages one and two and part of page three to an episode between the British Lion and the Russian Bear at the "Gates of India" (The Afghan War). The story was written by a special correspondent and divided into parts, each chapter headed by a Roman numeral.[2] The article was accompanied by a "Map of the Disputed Area" (5 columns by 7 inches) on the front page, and five 1-column by 3-inch illustrations of the statesmen involved in the diplomatic negotiations. These line-cuts were furnished by the Pictorial Associated Press of New York.

During this period photo-engraving was developed. Photographic dry plates, the foundation of the modern camera, appeared in 1882. Two years later George Eastman perfected photographic film and a whole new field of illustrations was opened to the newspapers. The potentialities of the camera and the importance of the staff photographer were recognized and became an important phase of journalism with the development of half tones.[3]

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[1] A line-cut is a raised design on a metal-base plate.

[2] This was one of the first instances of chapitral news stories in San Francisco.

[3] A photo-mechanical process in which designs are directly reproduced in relief on a metal printing-plate. The entire surface is covered with a series of small dots which reproduce the illustration when the inked plate is pressed against paper.

The following article from the Alta California, November 12, 1885, tells of the spread of photography:

> ILLUSTRATED DAILIES: (Reprint from the New York Star)
>
> A Growing But Silly Newspaper Fashion of the Day.
>
> Most of the New York Sunday papers gave illustrated descriptions of the great explosion last Saturday at Hell Gate. Some of the pictures were absurd, but others gave the reader a better idea than he could otherwise have obtained of the sudden leap of water into the air. This, perhaps, would justify illustrated articles in a daily newspaper as an extraordinary event, for the blasting of Flood Rock was an event of great interest, and in some respects unprecedented.
>
> But the illustration of daily newspapers is no longer confined to extraordinary occasions. Here in New York it has become almost universal. There are, in fact, now but two or three daily newspapers that do not regularly print pictures....

## ADVERTISING

Despite the increasing importance placed on the news, advertising held its financial position and constituted the bulk of the newspaper's income. This was due to the rise of display ads and the increased volume of national advertising. Space in a variety of sizes, each carrying a greater measure of lay-out appeal, and friendliness appeared in all sections of the publications. Some of the ads were quite attractive and unique even as judged by today's advertising standards.

Display ads replaced the long lists of the auctioneers and covered all kinds of events, products and services. Every newspaper carried its full quota, the copy ranging from one column by three inches to three columns by twenty-four inches. Many of the ads contained good illustrations. On June 28, 1885, the Alta California ran a two-column by fourteen-inch circus ad. It carried a two-column, three-inch line-cut of a jungle full of beasts with these lines:

> An Inexhaustible Combination Presenting a Vast Congress of Wonderful and Novel Features.
>
> At San Francisco For Ten Days
> Central Park, Market, Eighth and Mission Sts.
>
> Commencing Thursday Evening, July 30th, and Continuing until Saturday, August 8th.
>
> BARRETT'S NEW R. R. SHOW
> UNITED
>
> Triple Circus, World's Menagerie, Museum and Racing Carnival.
>
> The Monarch of the Road.
>
> 200 -- Of the Best Arenic Stars!! -- 200
> An all-including menagerie, a museum of Living Curiosities, Dens, and Droves of Performing animals, twelve bands of music.
>
> Four miles of Solid Splendor
> Half a hundred golden chariots
> A Grand, Formidable Street Parade!

The following examples show the wide field covered by newspaper advertising:

> Alta California, 5/21/85
>
> PAVILION: Friday Evening, May 22nd--The Great

International Glove Contest Between Mike Cleary, Middleweight Champion of America, and Charles Mitchell, Champion of England; the winner to receive 75% of the gate receipts, and the loser 25%. For this occasion, the seats will be moved in such a way as to enable everyone to have a splendid view of the contest. Reserved seats sold at the Pavilion Box Office all day Friday. Admission $1.00--Reserve $1.50--Extra Reserve $2.00

Bulletin, 12/30/85

Gilman House--Portland, Oregon: We are protected from fire by Harden's Star Grenades.

Occidental Hotel Bath and Shaving Saloon, No. 233 Bush street. The best in the city.

Your parlor papered with Gold Paper and Nine Inch Border $20.00, without Gold $12.00.

Chronicle, 6/24/85

PERSONAL: All ladies and gentlemen can have their finger nails and hands beautified by Mme. Robinson, only certificated manicure, 32 1/2 Geary street; Superfluous hair and freckles removed; Bhaba Poudre Indienne and Bhaberine soften and whiten complexion; consultations free; nail biting cured.

The White House, the I-X-L Store, J. J. O'Brien & Co., and O'Connor, Moffat & Co. were the users of much advertising space, and the initiators of some good copy. The latter firm listed its address as "111, 113, 115, 117, 119, 121 Post Street and 10, 12, 14, 16, 18, 20 Morton Street." This ponderous list of door numbers probably made some sort of impression with reference to the importance of the store.

Products and terms peculiar to the time and locality were used with the best of intentions: Gaiters, brogans;

hand-made harness, horse clothing; folding-beds, organs, seven-octave pianos; whisker dyes; corsets and roller skates. The use of superlatives was common, especially in the real estate ads -- elegant houses, handsome flats, most beautiful home, magnificent block, and delightful residence.

In order to attract attention and induce a visit to the firm, some novel schemes were resorted to; for instance, an ad for Peruvian Bitters carried a circular arrangement of nine clocks which comprised a time-puzzle. The reader was expected to solve the problem and receive a free gift. In this case it was a chromo (a picture produced by chromo-lithography) -- a prize hardly worth the effort necessary to solve the puzzle.

The classified sections covered a wide range of advertising, but the growth in this type of business brought additional listings and better methods of segregation. The number and kind of "Personals" which appeared is surprising. From the layman's point of view the "Personal Column" is the most interesting classification today, as it was in 1885. One branch of advertising popular at that time, but which has since vanished, was "Patent Attorneys," certifying to the many efforts directed toward the invention of new gadgets.

Apparently space was sold to every conceivable kind of advertiser with the publisher giving no thought or concern to the readers, nor making any efforts to protect them from

their own gullibility and the duplicity of the advertisers. Certainly the business office found no grounds to discourage buyers of space who were apt to screen a multitude of inferior products and shady practices with convincing language. On the other hand the front office did everything in its power to boost the volume of advertising and gather in the lucrative charges. They accepted copy which was known to be spurious. Unfortunately for the public, this practice gave rise to newspaper columns which were interlarded with illegitimate claims. For example:

> COLD FEET: Rheumatism, Frost-Bite and all diseases of the feet cured by our new Electric Insoles. By Mail $1.00 per pair. State size of shoe. Address: Drs. Pierce & Son, 704 Sacramento street, San Francisco.
> (Bulletin, 12/30/85)

> ROSADINE: Renews growth of the hair, Relieves headaches instantly.
> (Chronicle, 6/24/85)

## NATIONAL ADVERTISING

During the eighties national advertising became an important feature and all newspapers carried some of it. The evening Bulletin used the most, printing as much as 80 inches in one edition.

The Royal Baking Powder Company was a great user of space, running two-column by twleve-inch ads continually. In the Chronicle, June 23, 1885, one and one-third columns (32 inches) was given to a paid advertisement which covered the

"Official Drawings of the Louisiana State Lottery, drawn at New Orleans, La., on June 16, 1885."

In those days national organizations took great precautions to warn their customers of inferior merchandise and service. They purchased much space for ads like the following:

> Beware of spurious imitations now on the market. Do not listen to your grocer's logic, who, with his "just as good or better," will endeavor to sell you the article on which he makes the most profit, but insist on having GHIRARDELLI'S EAGLE CHOCOLATE.
>
> ADVERTISING CHEATS.
> It has become so common to begin an article in an elegant, interesting style,
> Then run it into an advertisement, that we avoid all such,
> And simply call attention to the merits of Hop Bitters in as plain, honest terms as possible,
> To induce people
> To give them ONE TRIAL, which so prove their Value that they will never use anything else.
>
> THE REMEDY so favorably noticed in all the papers,
> Religious and secular, is
> Having a large sale, and is supplanting
> Other medicines.
> There is no denying the virtue of the Hop Plant, and the proprietors of Hop Bitters have shown
> Great Shrewdness and ability****
> In compounding a medicine whose virtues are so Palpable to every one's observation.
>
> DID SHE DIE?
> No!
> She lingered and suffered long, pining away all The time for years,

The doctors doing her no good;
And at last was cured by this Hop Bitters the papers
Say so much about.
Indeed! Indeed!
How thankful we ought to be for that medicine.

A DAUGHTER'S MISERY.
Eleven years our daughter suffered on a bed of Misery,
From a complication of kidney, liver, rheumatic
Trouble and nervous debility.
Under the care of the best physicians,
Who gave the disease various names,
But no relief.
"And now she is restored to us in good health by
As simple a remedy as HOP BITTERS, that we had
Shunned for years before using it." The Parents.

FATHER IS GETTING WELL.
My daughter says:
"How much better father is since he used Hop Bitters!
He is getting well after his long suffering from
A disease declared incurable.
And we are so glad he used your BITTERS."
A Lady of Utica, N. Y.

None genuine without a bunch of Green Hops on the White label. Shun all the vile poisonous stuff
With "HOP" or "HOPS" in their name.
(Alta California, 6/25/85)

Advertising had not yet become the highly specialized art that it is today. There were no agencies and no specialists. Most of the work was of a routine nature and apparently assigned to some clerk who had no idea of utilizing the space to its best advantage. Even large firms advertising on a national scale fell short of the ideal arrangement, over-stuffing their ads with material which today would be omitted. Look at some of the tobacco ads of the decade:

PET CIGARETTES are the best. Cigarette smokers who are willing to pay a little more than the price charged for the ordinary trade cigarettes will find PET CIGARETTES superior to all others. They are made from the Highest Cost Gold Leaf Grown in Virginia, and are absolutely without adulteration or drugs. We do not print the name on each Cigarette, ink or bronze being poisonous when smoked or inhaled. We use tasteless French Rice Paper (Papier de Riz), made in France expressly for us, and water marked with the name of the brand same as Bank of England Notes. While the sale of the adulterated brands of many American manufacturers has been prohibited in Great Britain, our absolutely pure goods have attained the largest popular sale ever known in Cigarettes in that country; with the steadily increasing demand.

Allen and Ginter, Mfg., Richmond, Va.

(Chronicle, 6/1/85)

Between the Acts Smoke
Adelina
- P - A - T - T - I -
Cigarettes

Mild, Pleasant and agreeable, and like Patti leads the world. Pure and unadulterated.

For Sale Everywhere

(Examiner, 12/30/85)

O P E R A P U F F S
C I G A R E T T E S

OPERA PUFFS
ARE AMBER TIPPED

O P E R A P U F F S

ARE SALIVA PROOF

OPERA PUFFS
CIGARETTES

ARE MADE WITH THE GENUINE PAPIER AMBRE THAT WILL NOT STICK TO THE LIPS

OPERA PUFFS
CIGARETTES
ARE SOLD BY ALL DEALERS AT FIVE CENTS FOR A PACKAGE OF TWENTY.

(Chronicle, 12/30/85)

## MEDICINAL ADS, A GOLD MINE

Medicinal advertising -- patent medicines, panaceas, and health-aiding gadgets -- proved to be a gold mine to the publishers and advertisers. It was not because our ancestors suffered from so many ailments or required such a variety of cures as appeared in the columns of the local newspapers but because low-priced magazines designed for mass consumption had not yet evolved, to which this type of advertising could be transferred. After the Civil War the medicine men flocked to the Pacific Coast where there were notable advances in population, improvements in newspaper service and increasing circulation. During the eighties they wormed their way into joint malpractice with the publishers who printed their news-style or "reader" advertisements. Columns were flooded with fake news and out-and-out testimonials which bore no distinguishing label from "straight" news in other columns. The following testimonial appeared in the Chronicle, January 24, 1880, inserted in a column of news dispatches.

> Tumor in the Ear Removed and Hearing restored:-- Having suffered from deafness and discharges from both ears from the time I was seven years of age until last Spring (being now thirty years of age), I take great pleasure in stating that I called upon Dr. Aborn, who removed from under my right ear a large tumor (polypus) and under whose skillful treatment the discharges have ceased, and the hearing restored so as to distinctly hear the ticking of a watch. It affords me great pleasure to recommend the Doctor to the suffering and afflicted as one entitled to their confidence in all critical diseases.
>
> Margaret Frasier.

The Alta California, June 27, 1885, ran this "reader":

> CANCER CURED: No Knife --- No Plaster --- Needham's Red Clover Blossoms and Extracts --- the great remedy for cleansing the blood, and giving tone and strength to the system. Cures Cancer, taken early and freely.

Another testimonial in the Examiner of October 24, 1887, read:

> THOMAS WILLIAMS IS A FIRM BELIEVER IN THE CURE
>
> I am so firm a believer in the efficacy of Dr. Hirschfelder's treatment for the cure of consumption that if I live long enough to accumulate the money it is my fixed determination to endow a hospital for the express purpose of furthering his inestimable benefaction to mankind...my own life has been saved, and that, too, when life had almost left me.

Such merchandising morsels could be found among the regular news of the day at any time. The following appeared in the Chronicle, June 24, 1885:

> TO MY OLD PATRONS: I still offer my valuable service if you are so unfortunate as to require them. With a mind matured and enriched by studies of an advanced order, I can safely say that there is hardly a disease in the catalog of human ills that I cannot treat to a successful issue. LADIES: I am always ready to assist you. My past knowledge has been increased by extensive experience. I am now able to treat you with the certainty of success. No case peculiar to your delicate organism is beyond my sure control.
>
> My FEMALE MONTHLY MEDICINES are superior to any offered heretofore, and will be warranted to have the desired effect in all cases.
>
> Those of the public who need my service can depend upon gentlemanly, honorable and scientific treatment at reasonable rates.

> I address particularly those who have been injured by youthful indiscretions and those who have contracted local disease.
>
> Persons affected can, if they prefer, consult me by letter, detailing the symptoms of the disease or trouble, and receive medicines by express, with full instructions. All letters must be directed: J. H. Josselyn, M.D., 226 Sutter street, San Francisco, California.
>
> Cure warranted in all cases or no payment required. Consultations personally or by letter, gratis. Send for book.
>
> Comfortable apartments for patients at my infirmary (when desired). Consultation parlors, 226 Sutter street, adjoining the Young Men's Christian Association Building. Office Hours from 9 A.M. - 8 P.M.
>
> My Diploma Hangs in My Office.
>
> Purchase my Essay on Physiology and Marriage, For Sale by all Newsdealers.
>
> J. H. Josselyn, M.D.

The flood of pulp magazines in the next decade provided an outlet for this type of advertising and most of it was transferred from the newspapers.

## THE POINT SYSTEM

In 1887 the United States Typefounders Association adopted the point system,[1] and began to cast type on a standard series of body sizes. All sizes of each style of type

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[1] The point system was first introduced in 1878 by Marder, Luse & Co., Chicago. It was based upon the pica body, which as a basis was considered equivalent to twelve points. The scale is twelve points to a pica, six picas equaling .996 of an inch, near enough to be reckoned an inch. Leads, for filling the small spaces between lines, are commonly one point or two points in thickness. The agate line (5 1/2 points) is a standard of measurement for advertisements in magazines and newspapers.

were now made according to a uniform scale, 6 to 72 points. The system eliminated confusion and inefficiency in type manufacture, superseding the old bodies known as nonpareil, long primer, etc. produced by foundries having slightly different-size standards.

Standarized type-units meant faster work in the composing and make-up rooms all over the country. The next year another great step in the development and use of types was made when an automatic type-casting machine was patented by Henry Barth of the Cincinnati Branch, American Typefounders Association. The machine was capable of casting 100 to 140 characters per minute. Fonts of type[1] were now produced with a maximum amount of efficiency. Today the automatic type-casting machines are used only for making hand-set types.

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[1] A font of type includes the letters of the alphabet, and points and figures, in proportion to the amount of each ordinarily used. Job fonts are designated as 5A, 8a, etc., being the number of capital A's and lower case a's to the font. In such fonts other letters are in this proportion: Capitals: (5A) -- 6 E's; 5 each of I, N, O, R, S, T, period, and comma; 4 each of C, L, and cipher; 3 each of D, F, G, H, M, P, U, 1, and apostrophe; 2 each of B, J, K, V, W, Y, &, $, 2, 3, 4, 5, 6, 7, 8, 9, hyphen; 1 each of Q, X, Z, semi-colon, colon, exclamation, and interrogation point. Lower Case: (8a) -- 10 e's; 8 each of i, n, o, r, s, t; 5 each of c, d, f, h, l, m, u, period, and comma; 3 each of b, g, j, k, p, v, w, y; 2 each of q, x, z, hyphen, and apostrophe; 1 each of semi-colon, colon, exclamation, and interrogation points. Space and quads do not come with job fonts.

## THE LINOTYPE MACHINE

Credit for the introduction of the linotype machine -- an invention that meant more to printers and publishers than any other single innovation since Gutenberg introduced movable types in 1450 -- belongs to James O. Clephane, a public stenographer of Washington, D.C., and Ottmar Mergenthaler, German-born machinist, of Baltimore. Clephane supplied the idea of a typewriting machine and promoted the scheme. Mergenthaler constructed the working models and ironed out the defects. Their experiments led to a device which cast papier-mache molds from which type-letters could be cast for printing on paper. The first model was faulty, but basically it was practical and a great improvement over the single-letter impressions made on previous machines. It was called the "Mergenthaler of 1883," the first device to bear his name.

The "Mergenthaler of 1884" was an effective approach to the problem of mechanical typesetting.

> It carried a series of metal bars with all type-characters in relief on the edge of each bar. The bars were provided with springs for effective spacing. Keyboard operation brought the matrices to different levels so as to bring into operative position the desired letter on each. When the full line of characters had been assembled it was impressed on a strip of papier-mache. The indentation thus produced the matrix. When properly assembled the matrix lines were secured upon a backing sheet, over

> which was laid a gridiron frame containing a series of slots. Into these slots the molten metal was poured by hand to form slugs from which printing could be done.[1]

The machine could set type, but the papier-mache matrix slowed the process. The "Mergenthaler of 1884" was little better than hand composition. It was superseded in a few months by another machine which did away with the papier-mache matrix. The new process consisted of assembling a line of metallic dies and pouring into them molten metal to form a line of type. The result was the forerunner of the present-day linotype machine.

> It was the first to have a metal pot for casting slugs. It did, it is true, retain the principle of the vertical bars, each bar bearing a complete alphabet of letters, together with blanks for spaces of different widths. The great difference was that the characters, instead of being raised, were indented. They served as direct matrices and thus eliminated the troublesome papier-mache matrix. When a line of matrices was assembled and justified, the mechanism brought a sliding mold against it. The molten type metal was forced through this mold from the metal pot. There was also an automatic justifier.[2]

Success came in 1885. Today's models are streamlined, and more complex but fundamentally the same as the original Mergenthaler linotype.

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[1] Dreier, Thomas, "The Power of Print and Men," p. 27.

[2] Dreier, Thomas, "The Power of Print and Men," p. 28.

In a few years linotype machines were to be found in every newspaper plant, accomplishing what any number of perfection presses could not do alone. They speeded up the printing process and made it possible to get editions to the reader in shorter time. The "Mergenthalers" made their first appearance in San Francisco in 1893. Today every newspaper office has batteries of these new and improved machines, turning out millions of lines of type daily.

## THE COMING OF W. R. HEARST

On March 4, 1887, William Randolph Hearst acquired the Examiner from his father, Senator George Hearst. Although the Senator disapproved of his son becoming a newspaper publisher, he acquiesced in the deal, feeling that he would soon tire of the venture and settle down to some more worthy enterprise. But young Hearst had other ideas. He had studied journalism in the East and had worked on some of the Boston and New York newspapers and had a flair for sensational journalism. Joseph Pulitzer and the New York World were his gods. So he set out to give San Francisco the kind of sheet his mentor had provided for New York City. The Examiner became the cornerstone for the famous Hearst enterprises -- newspapers in every important city in America and vast holdings of real estate and mining interests.

## THE EXAMINER MAKES A BREAK

By an arrangement concluded with the New York Herald and the Associated Press on February 7, 1887, just prior to

the time young Hearst became the owner, the Examiner was able to print more national news than any other local newspaper. It was an ideal situation for the newcomer with ideas. W. R. Hearst carried on, patterning his publication after the New York World, the most popular paper in the East. In the fall of 1889 he purchased two web lightning presses, "Monarch" and "Jumbo," built especially for the Examiner by Hoe & Company. They had eight rotors with a capacity of 576,000 papers per hour. Another feature of this new equipment was a device for printing supplemental inserts from some small rotors the width of a single sheet, turned out at the same time as the main edition. It was this special insert which was the forerunner of the special and departmental pages of today's newspaper.

The Sunday editions were no longer rehashes of yesterday's news, but special pages devoted to agriculture, finance, society and other features. The sport page became a regular addition to the paper. As early as 1867 the daily Dramatic Chronicle attempted to publish a column of "Sporting Intelligence," but it met with little success. The Examiner's sporting sheet received much support which was a factor in making it the leading newspaper on the Pacific Coast.

The Chronicle, the Call and the Post were forced to change their policies, styles and make-ups in order to survive; the Alta California refused to be a party to such competition and suffered a gradual decline. Quiet, conservative

journalism in San Francisco was a thing of the past. Speed, action, drama and color were demanded. The face of the local press was "lifted" and Hearst was responsible for most of the "lifting," crowding his pages with crime and disaster. The readers thrilled at the endless parade of headlines, the public pulse beat faster. Local yellow journalism was born, featuring special coverages of major events, by-lines, columnists and exposés.

Two months after the new owner took charge of the Examiner, the Hotel Del Monte burned to the ground. Hearst sent a brigade of staff writers to cover the fire and issued a special fourteen-page edition illustrated profusely with zinc etchings. It was the beginning of the "Hearstian" style of reporting. The public bought heavily.

On April 4, 1887, the day following the fire, the Examiner ran the following editorial:

A GREAT PAPER

> It is probable that there never has been in San Francisco so great a demand for a paper as there was yesterday for the Examiner....
>
> ...In expectation of an unusual demand, a large edition was printed, but by noon it was entirely exhausted, and another edition was necessary to supply the wants of the people....

To meet the public demand Hearst ordered all the equipment listed in the catalog of a printing-machine house in the East. Fourteen-page editions became purveyors of fresh, lively news. They called for new equipment, new ideas and new forms of make-up.

During the same month the Examiner used "ears" on either side of the logotype for the first time:

| New York Herald Cablegrams | DAILY EXAMINER | The fullest and spiciest local news |
|---|---|---|

It soon became apparent in San Francisco that the Examiner was "first" among the city's dailies. It was the first to employ the new Mergenthaler linotypes. It was the first to give its front page exclusively to sensational news. It was the first to sell its entire front page to a single advertiser.[1] It was the first newspaper to use "ears" in the corners of the front page. It was the first to use syndicated material, and the first to issue a Sunday magazine -- the famous American Weekly.

No event was unimportant for the Examiner. Anything and everything had news value, even if it took a corps of expert reporters, special writers and copy-desk men to bring it out. The staff was not too careful with the truth and not too accurate about its news sources. Apparently it drew much inspiration from the books of Jules Verne, and this type of material established a pattern for thousands of journalistic fakes. Headlines such as "BOSTON DESTROYED -- ANOTHER EARTHQUAKE CALAMITY IN THE EAST" had no basis at all.

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See "Trends in Size, Circulation, News and Advertising in San Francisco Journalism," 1870-1938, Vol. IV.

But the Examiner was pleased to note blandly the next day that

> ...an old lady and others with relatives in Boston had been given a pleasing thrill of horror.

Front-page make-up bordered on the "freakish." It is said that Hearst used to sit on the floor of the composing room, juggling headlines and experimenting with various styles of type, to the distraction of his employes. The printers were shocked. Each issue greeted the readers with different styles. There was a marked increase in illustrations. Hearst violated all precedent, but he got results.[1]

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[1] Millard, Bailey, "History of the San Francisco Bay Region," Vol. II.

*The Melting Pot*

## VII. YELLOW JOURNALISM, 1890 - 1899

### HEARST CRACKS THE WHIP

San Francisco was treated to journalistic pyrotechnics during the years 1890-1899 when yellow journalism, under the guiding hand of a young millionaire, flowered into malignant scintillation. William Randolph Hearst ravished convention with the fine contempt of genius. The other publishers followed him. They followed his Examiner or they did not survive. They fought bitterly, perverted the truth and accused each other of poor ethics and illegal practices. The mad scramble for sensation and circulation was in full swing. Every daily entered the fray and each strove for the coveted prize -- supremacy.

Competition was pressed on every possible front. There were advertising battles, news skirmishes and business-office bombardments. The novel and screaming headlines were the fashion. Make-up became chameleon-like, news-reporting, reckless. Scoops were dished up as regularly as morning editions.

On January 4, 1890, two reporters from the Examiner saved a man from drowning in the Golden Gate. The editor

announced the heroics with headlines on page one. The other publications failed to mention it. The story was a scoop. It began with a double heading ten inches deep:

SAVED FROM DEATH
THE MONARCH TO THE RESCUE

The Examiner Does the Work of the Life-Saving Station.

Antonio Nicholas Left to Die on Wave-Washed Point Bonita Rocks.

- - - -

The Examiner Sends Out a Fishing Tug.

What Two Examiner Reporters Did Last Night. Swimming in the Breakers With a Life Line.

Last night as the steam-tug Monarch was making her way out of the harbor, her crew heard cries of distress and saw a half-naked man clinging to a low rock near Point Bonita....

..."The Life Saving Station...say they cannot get their boat out...."

It was dreadful to imagine a human being, left to perish in that manner, and the editor of the Examiner chartered a tug to send out to Point Bonita to attempt a rescue.

But who was to attempt the dangerous feat of taking the man off the rock, over which the high waves were dashing?

It was a moment of anxious consultation in the newspaper office.

"I'll go," said Allen Kelly, a member of the Examiner staff.

"And I'll go too," said H. R. Haxton, "and we'll bring him back if he's alive, if we have to swim to the rock...."

The story covered the entire front page. The next day the editor patted himself on the back with the following

reprint from the Salinas Journal:

THE EXAMINER'S GOOD WORK

> Yesterday's Examiner devotes the whole of its first page to an account of a gallant rescue of Antonio Nicholas from Point Bonita after his rescue had been declared impossible by the Captain of the Life-Saving Station on the Ocean Beach. The Monarch (Examiner) sent its chartered tug forth upon the angry waters and succeeded in its humane endeavor, thus doing the work of the Life-Saving Service with a celerity which accomplished a grand result before the officers of that slow going institution put forth any endeavor. All hail to the Monarch in its enterprise of saving human life.

During this period the Examiner featured its stories with banked headlines in various sizes of Gothic type. They were often ambiguous, but they covered the contents in their own dramatic way:

> Wrecked in a Tunnel
>
> Collision of a Freight with a Passing Train in Ohio.
>
> - - - -
>
> The Negro Ran Amuck
>
> Desperate Attempt of Burly Colored Man to Slaughter Men.
>
> - - - -
>
> Those Heavenly Showers
>
> Those Deadly Wires
>
> Samuel Kearns Touched an Electric Wire and Died.
>
> - - - -

With Candle and Matches

How a Fire on Stevenson street on Saturday Was Started.

- - - -

His Deliberate Crime.

Charles Parker, Alias "Spanish Frank" Stabs His Inamorata.

Hearst seems to have had a penchant for make-up, according to one editor who remembers those hectic days. On one occasion the publisher of the Examiner stormed into the editorial office and denounced the make-up of the front page in no uncertain terms, exclaiming that it looked like "Market street on a windy day." To this day the veteran publisher is experimental and occasionally the Hearst press startles its readers with a revolutionary change in make-up.

STUNTS

Among the many stunts which Hearst engineered for the benefit of his business office were the following:

He sent up a balloon to advertise his newspaper.

He had a young couple married in the balloon; and according to the Examiner, the newlyweds spent their honeymoon in it -- literally in the clouds.

A girl reporter deliberately fell off a ferry-boat in order to test the life-saving equipment on board.

Sensationalism even invaded the pulpit when an Examiner reporter donned old clothes and made the rounds of

the local churches on Sunday morning to ask for aid. He was refused admission. These methods played on the public's curiosity, satisfied the inherent desire for excitement and brought thousands of new subscriptions and renewals.

On October 8, 1892, the Examiner and Call clashed. The latter made a statement that its circulation, both daily and Sunday, was a quarter larger than any other paper in the city. The former, feeling that such boasting should be punished, said: "The Examiner's business is injured and we feel that we must expose the false pretext under which the Call has been doing business for many years." A four-column headline announced:

THE CALL'S CITY CIRCULATION

- - - -

> It was never more than 17,152 on Sunday and is less than 15,000 on week days.

- - - -

> The Examiner will forfeit $15,000 if the Call can prove by disinterested experts that these figures are too small.

The Call refused to answer the challenge, but the Examiner continued to denounce its rival for years.

HEARST DEFENDS POLICY

Every newspaper in the city attacked the policy of the Examiner. Finally, in April 1888, William Randolph Hearst replied:

> ...The complaint is often made that newspapers are "sensational" in character. There is no

> doubt they are. I was talking with a gentleman the other day upon this subject. He said that my paper was a sensational paper. I replied that I hoped it was. He said he did not like a sensational paper. I asked him why. He said that sensation was generally untrue. Hence, it was not the sensation he objected to,but the lack of foundation in fact. If the sensation is true, of course it is a great deal better than any other sort of news, a truthful sensation from the mere fact that it is a sensation--that is to say,news of extra-ordinary interest.
>
> The obvious objection to this position is it may be carried to extremes. No doubt. In the past, newspapers, not having the present extended facilities for getting news, have been sometimes open to the charge of manufacturing sensations. A truthful sensation has always been desired, its value has always been admitted, and there always has been a strife for it. No one knows better than the intelligent newspapermen that truth is stranger than fiction. Indeed, this is the great reason why the newspaper holds its own against the novel and play. When Mr. Pulitzer of the World sent me his telegraphic conundrum, "To what cause do you principally attribute the success of the "World?", being in an honest mood, I was half inclined to reply, "Intelligent sensationalism"....[1]

THE CHRONICLE

Just four days after Hearst took over the Examiner, the Chronicle suddenly banished advertising from its front page and appeared in a surprisingly modern format. The change was significant, for it was a warning that Hearst was not to be without competition in the battle for top ranking. In

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[1] Overland Monthly, April, 1888.

fact, the Chronicle at this time was the dominant newspaper in San Francisco.[1] It was years before Hearst was able to wrest the crown from the Chronicle.

The most important newspaper event of 1890 was the completion on June 10 of the new Chronicle building at the corner of Market, Geary and Kearny streets. It was the first steel-ribbed skyscraper in the city. Entrenched in this journalistic citadel, M. H. de Young was able to match Hearst stride for stride.

The Chronicle kept pace with its rival. It carried the same type of news and advertising, and its pages were well illustrated. Political gossip, crime, disasters and divorces were given sensational slants. World news was headlined on the front page, local news was placed on the back pages. Sporting events were given important positions. And display advertising often covered half pages. On Tuesday, May 24, 1892, the Chronicle issued a thirty-page mining edition, the largest newspaper ever printed in San Francisco up to that time.

## THE ALTA DIES

There was one early casualty. In 1891 the venerable Alta California ceased publishing. The pace was too swift. Walter Trumbell, the last editor, looked with abhorrence at

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[1] Millard, Bailey "History of the San Francisco Bay Region." Vol. II.

the antics of his contemporaries. His journal was noted for accuracy and a policy which spurned scandal and sensationalism. Robert Louis Stevenson called it "the sane newspaper in San Francisco."[1]

## THE BULLETIN REMAINS CONSERVATIVE

By 1892, the Chronicle, Examiner, Evening Post and Call had cut down the size of their pages and columns to a standard of seven 13-em 6- or 8- point type columns.

The evening Bulletin, however, for a while clung to its old-fashioned 4-page, 9-column blanket sheet. It made only one concession to a change in headline policy and with regret discarded the single line in favor of deck headlines. While sister papers reserved the front page solely for news, the Bulletin still devoted the first and ninth columns to advertisements, placing news in the other columns.

On July 9, 1892, however, it surprised its readers with a "scoop" and issued an "Extra" concerning a disaster in a nearby town. Five columns on page one was devoted to news of the disaster, and a "jump head" carried two columns on an inner page.

Although the Bulletin had been conservative, it brought out a new and rather strange addition to make-up. Never before had any San Francisco paper appeared with what

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[1] Young, John P. "Journalism in California."

is known as a "jump head," a name given to a headline written for part of story continued from one page to another.

In January 1893 the Bulletin discarded its 4-page blanket sheet for the more uniform and smaller 7-column editions -- 8 pages, each 17 by 22 inches. Feeling that it could no longer exist without changes, it ordered new presses, the first installed since 1877 when it had purchased the first Hoe Web-Perfecting Press. The new type Hoe Quadruple had been in use for many years by the Chronicle and Examiner, but the Bulletin, in order to impress its readers, informed them it had purchased a "Quadruplex Inset Press," and was "always the pioneer to introduce the newest and fastest presses on the coast."

On installing the press, the Bulletin issued an 8-page, 6-column sheet and, on May 29, 1893, it announced editorially:

> Today the Bulletin makes a new departure in outward appearance. The changed conditions of modern journalism consequent upon the introduction of perfecting presses--has caused the proprietors to adopt the smaller and more numerous page form, which is now the prevailing fashion among the newspapers of to-day. In doing this, the Bulletin abandons the form by which it has been known for nearly thirty-eight years. To the vast majority, no doubt, the change will be agreeable, but there are others, maybe, who will have difficulty for awhile in locating their favorite departments and in becoming accustomed to the novel arrangement of news matter.

Thus, with reluctance, "Grandma Bulletin" gave up her blanket sheet for a newer and more modern style of journalism.

## THE EVENING POST

In July 1886, the New York Tribune made the first installation of the newly invented Mergenthaler linotype machines.[1] In March 1895 the Evening Post in San Francisco purchased five of these machines. Hearst had bought one for the Examiner in 1893, but after its acquisition of five of the machines, the Evening Post was able to boast that no other paper could compete with it mechanically.

Black heads were used by the Evening Post in alternate columns and lighter heads between for contrast. Suddenly, the Evening Post realized the value of catch headlines and issued front-page editions with the word "EXTRA" printed over all news regardless of importance.

## PRIZE HEADS

The Daily Report, earlier known as the Commercial Report was another paper which followed the Evening Post's style. Its headlined extras were the most sensational or unorthodox of them all:

Headlines now conveyed much to the public, and the word "EXTRA" conveyed much to the headlines and stimulated street sales. The Evening Post kept up this front-page make-up for months.

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[1] Olson, Kenneth E., "Typography and Mechanics of the Newspaper."

Trying to follow the pattern of its contemporaries, the Evening Post affected many queer and humorous headlines:

Stella Hayes
She committed Suicide
at Baker's Beach

\- - - -

KILLED

The Dreadful Fate
of Pretty Kittie
Flint

\- - - -

Caught in an
Elevator Shaft

\- - - -

And Dropped Three
Stories Into the
Cellar

\- - - -

How the Dreadful
Thing Happened

\- - - -

The poor girl was
trying to ascend
in the elevator alone
and did not under-
stand its management

\- - - -

"Durrant Turned Pale"

\- - - -

A One-Legged Woman

\- - - -

Who Eloped and is
now being sued for
Divorce

\- - - -

SHE SAVED HER
HONOR

\- - - -

But received
treatment she will
long remember

\- - - -

BOOSTER EDITIONS

The Examiner and the Chronicle found a lucrative field for profit in "booster" editions during the 90s. Each edition entailed hard work, but the publishers issued a

special "booster" upon the slightest provocation. The Examiner's Columbian Fair edition of June 5, 1893, was the largest single issue in the United States. It was a 120-page "booster" edition which took three months to complete. Composed of 840 columns, 18½ inches long, in minion type and containing what it called "new and striking features never before found in ordinary newspapers," it was a triumph of journalism.

The most striking feature was its elaborately illustrated cover in colors which had been job-lotted to a lithographing company for printing. It was so successful in the hinterland that the Examiner found it necessary to print a second edition containing 30 pages more, making a total of 150 pages. According to figures set forth in its columns, this edition ranked first in size in America. The Examiner quoted previous records as follows:

| | | |
|---|---|---|
| New York World: | 100 | pages |
| " " Herald: | 52 | " |
| " " Recorder: | 66 | " |
| Boston Herald: | 60 | " |
| Chicago Interocean: | 60 | " |
| Detroit Free Press: | 68 | " |

Granting the Examiner the largest edition for one day, it was not the largest paper in the United States by far. The publication "forgot" to tell the world that many newspapers in the East issued dailies that were of far greater bulk than the regular Examiner.

## CARTOONS

In 1895 a young man who worked in the art department of the Chronicle was destined to make journalistic history. His name was Homer Davenport and he had come from Chicago.

At that time "art work" in newspapers consisted of crude line-drawings, portraitures of persons prominent in the news or "action scenes" of events.

The pictures were drawn on large-size cardboard and photographed onto highly polished zinc plates. The design was then inked, and the surface etched away with nitric acid, leaving in relief those parts of the plate not protected by ink. The zinc was cleaned out with a routing machine and the plates were then placed in forms to be stereotyped.

Davenport was fired by the Chronicle, hired by Hearst and carted off to New York when Hearst went East to enliven a new and broader reading public with his New York Journal.

In New York Davenport began to draw the first political cartoons for daily papers -- one of his most famous being that of Senator Hanna pictured in a dollar-sign suit. His cartoons were shipped regularly to San Francisco and set the pace for a new type of make-up. A political cartoon in three columns became decidedly popular. It provided an arresting spot and made a fine framework around which to build a layout of heads. The cartoon began to appear daily in the

Examiner and to get balance it usually appeared in the middle top position of the front page.

THE FIRST SYNDICATED MATERIAL

The Davenport cartoons were the first of many syndicated features to appear in the Examiner, from New York.

In 1896 Hearst, then in the East, started a magazine section with short stories and feature articles. These were syndicated and sent out to the coast. In 1897 the "Yellow Kid" and "Happy Hooligan" comics made their appearance -- the first comic strips. They were both Hearst features and appeared in the Examiner.

THE NEWSPAPER COLOR PRESS

Color presses were invented in 1893, but it was not until Sunday, April 18, 1897, that the first complete supplement in colors appeared in San Francisco. On that date the Examiner published eight pages called "The Colored Art Supplement." It included comics, advertising, two pages of special articles, one page of theatrical news and two pages entitled "Boys and Girls Page." Each carried a variety of colored illustrations.

The following articles introduced colored printing to the Pacific Coast:

WONDERS OF THE NEWSPAPER COLOR PRESS

One Of The Greatest Printing Machines Ever Constructed Is That Which Has Just Been Completed For The Examiner.

## PRODUCTION OF A PICTURE BY MEANS OF FOUR IMPRESSIONS ONE OVER ANOTHER

The combined sextuple and color press on which this edition of the Examiner is printed represents the highest achievement of the nineteenth century in printing press construction. It is a giant machine and the only one that can be classed with it is the color press in the New York Journal office. These twin presses are the largest, most intricate and most costly printing machines ever constructed.

They were built specially for Mr. Hearst by R. Hoe and Company of New York and London, from designs furnished by George E. Pancoast, mechanical superintendent of the "Journal."

Not only does the Examiner press print more regular news in black than any press ever set up on the Pacific Coast but in addition it can print the same quantity of papers and pages with either two or four pages illuminated in colors, all in one operation, the color pages being delivered as part of the regular newspaper in black.

Another marvelous invention with which the machine is equipped is a wire stapling device, by which the papers are stapled instead of being pasted, as is the old custom, at the full running speed of the press. This device, which just has been patented, is used for regular newspaper work only in the twin presses.

The product of the new press in round figures is as follows, all papers being delivered, and inserted, folded, pasted or stapled and delivered, counted in lots of twenty-five or fifty, ready for delivery:

Forty-eight thousand, four, six, eight, ten or twelve page papers per hour, with the two outside pages printed in four colors, two of the inside pages printed in two colors or all in black.

Twenty-four thousand, eight, ten, twelve, fourteen or sixteen page papers, with four pages

printed in four colors and four pages printed in two colors, making eight pages in colors, or all in black.

Twelve thousand twenty or twenty-four page papers in color or black.

The press and folding mechanism all rest upon massive iron plates which have been placed upon a specially heavy constructed foundation in the press room. Upon the bed plates are erected the side frames and folder frames which are made in sections and which,when completed and in place are thirteen feet high and nearly twenty feet long and weigh, with the bed plates, about fifteen tons.

These frames in place the six pairs of cylinders for printing the regular paper are put in position, then the three pairs of color cylinders for printing the color pages, each cylinder being equal in width to four pages of the Examiner.

The machine is composed of ten thousand pieces. It takes up to a space about twenty-two feet long, twelve feet wide and thirteen feet high and it weighs about seventy tons.

The press is fed from three rolls of paper, 63 inches wide, which enables it to print two Examiners side by side.

After being carried through the cylinders, the webs being printed on both sides are taken over associators to the folder, which cuts, pastes and folds them into the required products,at a rate of eight hundred or four hundred a minute, according to the size of the product.

When the webs are running at full speed through the press they travel at the rate of nine thousand feet per hour and the entire process of printing the papers is entirely automatic, no attention having to be paid to the webs unless they tear.

With this splendid piece of mechanism the Examiner will continue to present to readers each week an odition brilliantly illuminated with

> drawings from artists of conspicuous ability and literary features from the pens of the ablest writers in the country. First the picture is printed in yellow, then red, then blue and last black is added to the finished illustration. Each color added brings the picture out cleaner until completed.

The rest of this edition consisted of an 8-page Sunday magazine and a 36-page regular section. Both were in block type.

## BANNERS AND WAR

The first banner headline to appear in the United States was in the New York Sunday World in 1892. Here and there over the country other newspapers had ventured to follow with occasional double-column heads, but it was not until Hearst acquired the New York Journal and fought a mighty battle with Pulitzer's World that the realization of the value of screaming headlines as a circulation inducer resulted in drastic change of make-up.

The new ideas were soon conveyed to Hearst's first love, the Examiner, which in competition with the Chronicle set up a new policy in make-up for San Francisco journals.

Of all circulation boom-events there was none so great as the Spanish-American war, a heaven-sent opportunity for Hearst to transpose an engagement between nations into a journalistic bonanza.

The Maine was blown up in Havana Harbor on February 15, 1898, and from then on Hearst plunged headlong toward war incitement. With a stunt story of international

proportions, he went after it with a vehemence never before paralleled. Hearst publications dished out atrocity stories by the page.

Headline hysteria was rampant. A typical Examiner headline of that time follows:

THE SPIRIT OF WAR PERVADES THE
BREAST OF ALL AMERICANS

Patriotic citizens Advocate Recourse
To Arms To Wreak Vengeance Upon
Spain for the Cruel and Cowardly
Destruction of the Maine.

War is Inevitable

(picture of Maine)

(picture of George Washington)

(Crossed flags over a shield)

"Uphold the Nation's Honor."

AN EDITORIAL

A significant editorial appeared in the Chronicle of February 20, 1898, five days after the Maine disaster. It read:

> There is as much bad judgement shown by the jingo press in trying to force the government into a foreign war before it is ready as there was in the early days of 1861 when the "on to Richmond" cry sent an unorganized....force against the....Confederate army at Bull Run.
>
> ...This perpetual demand on the part of the jingo journals....for war, no matter what the occasion....is a criminal misuse of influence ...,is one of the most obvious dangers of jingoism,yet it counts for nothing with the sensation mongers beside the satisfaction they get in making the eagle scream.

On February 21, the following day, the Chronicle said:

> No one contends that the only remedy for such an act of private devilment (sinking of the Maine) is to be found in a billion dollar war ...no one, at least, save the yellow editors, who will go to any extravagance for the sake of selling newspapers.

## WAR COMES TO THE PRESS

The Call began to enter the fray enthusiastically at about this time and in January it took the Hearst press to task:

STREAKS OF YELLOW EXPOSED AGAIN

\- - - -

EXAMINER STEALS MATTER SECURED FOR RIVAL PAPER

\- - - -

THIS IT BOOMS AS "EXCLUSIVE" AND AN INDICATION OF ITS OWN ENTERPRISE

\- - - -

The Call startled the other sensation-mongers on July 10, 1898, when it appeared with headlines 1 - 1/2 inches high in black-faced type. They dealt with the war situation. The front page was divided from top to bottom down the center by a heavy black rule with a headline on both sides, as follows:

| FOR WAR | FOR PEACE |
| --- | --- |
| THE PRESIDENT REJECTS LINARES OFFER & SANTIAGO WILL BE BOMBARDED TODAY | DESPAIRING SPAIN ANXIOUS THAT THE POWERS CALL FOR ENDING OF WAR |

## UP POPS THE BULLETIN

Despite the Examiner's and Chronicle's prestige in San Francisco at the time, it was left for the Bulletin to score the scoop of the West when it caught its rivals napping and gave to San Francisco the first news of the United States' declaration of war on Spain.

The scoop presented an over-all banner above the logotype and a bold banner below, followed by three 7-column decks, giving the leading highlights of the war declaration. Another feature, used before by the Examiner, was the use of large boxes, set into the page to present the news more effectively.

Scooped by the Bulletin, the Chronicle and Examiner announced:

Chronicle: FIRST GUN OF THE WAR
WITH SPAIN IS FIRED

Examiner: WAR IS FAIRLY ON

Both papers followed the Bulletin's new make-up; the only difference was that the Bulletin could emphasize the name of its special correspondent, Edward S. Little, while the Call, Examiner and Chronicle had to depend on syndicated and press-service news.

As the war progressed banners and spreads set in three-and four-inch wood type became daily features and at times crowded most of the reading matter to the inner pages!

The Call was the only daily that abstained from the full-page spread. It continued to run a black rule down the center and placed its news dispatches, box effect, on either side of it.

Modern headline journalism had arrived -- and to stay.

By the end of the war banners and two-column heads were established but as the hysteria diminished so did the boldness of the headlines and the make-up was toned down a little into a format similar to what, with few changes, has been standard in San Francisco to this day.

## "DIRTY LINEN"

The frantic competition between the newspapers of San Francisco for mechanical perfection, for sensational news, for circulation and for business, was bound to cause a deep-rooted bitterness between the proprietors of the various journals.

Evidence of this bitterness cropped up occasionally in the news columns of the papers early in the decade but it was not until 1898 that the newspapers took off their wraps and the public was treated to the spectacle of the press washing its "dirty linen."

Hostilities, long dormant, broke out on January 4, 1898, when the Bulletin issued a full-page blast against John Spreckels, owner of the Call. The Bulletin said:

MERCHANTS AND POLITICIANS HELD UP
FOR ADVERTISING UNDER
THREATS OF HIS
ANIMOSITY

- - - -

COMPLETE REPUDIATION OF HIS RIDICULOUS
AND UNFOUNDED CHARGES AGAINST
THE BULLETIN

The article accused Spreckels of intimidating and coercing some of the Bulletin's advertisers into using the Call. Other sharp practices were alluded to, but the first discharge did not have the force and power of the ones to follow.

The Call replied next day by attacking the political integrity of the Bulletin in the following editorial:

THE DISGRACED BULLETIN

> The Bulletin's favorite pose is that of a reformer. Only a few days ago it was glorifying the fact that in saving the city it had stood shoulder to shoulder with that magnificent advocate of purity which tinges Market Street with yellow and marks it a hallowed place. That it had wrought the salvation of the city it makes no secret. That its motives were high and holy it made no attempt to conceal. Nobody believed it, yet a few knew that the paper thus modestly spreading the knowledge of its virtue was a daily scoundrel and an evening crime.
>
> Once the Bulletin was respectable. Three years ago it struck the downward path, and ever since its descent has been by leaps and bounds. Now it has reached the lowest depths of journalistic degration. For its pretense in the matter of giving news it might perhaps be forgiven, but when it schemes to swindle merchants and by the methods of the bunko world induces them to sign contracts the import of which is unknown to them, the time for public protests seems to have arrived.

> If the scheme by which it is trying to exact pay from business men for "advertising" they never knowingly contracted for is not blackmail, a curious public would like to know what it is. Nothing more contemptible was ever known in journalistic and commercial circles. Caught in the act of fraud, it hurls epithets at all who refused to approve of its course, and threatens those who have the boldness to resist demands which have no more basis in equity than the demands of the non-journalistic garroter, who knife in hand, endeavors to collect. The Bulletin of today is a pitiable example of dishonesty in journalism.

The same issue essayed a thrust at the San Francisco Examiner on the same editorial page, dealing with so-called sharp practices of this journal in obtaining want ads for its classified section. The Examiner had evidently offered a prize of chromos of doubtful artistic merit to anyone bringing into its office a want ad. The appetite for chromos in San Francisco must have been pretty keen at the time for many persons brought in fictitious ads for which they received the proffered prizes. Concerning these results the Call editorial had the following to say:

> The duty of exposing a new style of fake practiced by the Examiner is undertaken this morning. It had been supposed that this paper had reached the limit before, and would be content with the spreading of bogus news and buncombe comment. Nobody thought that it would deliberately try to fleece the public through its business office. It was never accused of conscience, yet policy should have forbade. But the Examiner procured a lot of chromos and in its efforts to work them off on the public managed to swell its columns with an undetermined number of fraudulent advertisements. This course not only misled many who depended upon the advertisements for information, but robbed the

genuine advertisement of its value, thus swindling in two distinct ways. What the chromo is to art the Examiner is to journalism.

The same issue of the Call, January 5, page 7, had a full-column article dealing in detail with the Examiner's venture in chromo advertising rewards. Using a pyramid deck, headed by 11-point black-faced type, it belabored the Examiner with this choice morsel:

SWINDLING
THAT WORKS
BOTH WAYS

- - - -

BEING A NEW PHASE OF
YELLOW JOURNAL
FAKING

- - - -

EXAMINER PADDED WITH
BOGUS ADVERTISING AND
CAUGHT AT IT

- - - -

PEOPLE DELUDED INTO CHASING
PHANTOM SITUATIONS AND
ROOMS NOT FOR RENT

- - - -

THE PASSION FOR CHROMOS

- - - -

CONTEMPTIBLE SCHEME TO VICTIMIZE
THE INNOCENT. CAUSE ANNOYANCE
AND BOOM BAD ART

- - - -

The Examiner has enlarged the scope of its fake department so as to embrace a portion of its advertising pages. Its "want ads." have been

corrupted. Now among the genuine are scattered a lot of bogus. This circumstance works a double wrong. If a man desires to buy a horse-cart, and, seeing one advertised, goes to the address only to find that nobody there has advertised, nor has such articles for sale, he loses faith in the integrity of the rest of the advertisements, although some of them may set forth a real ambition to dispose of a real horse and cart. On the other hand the bogus advertisement is a gross imposition upon the man with something to sell. What shall it profit him to sandwich his announcement between two fraudulent announcements which are apt to spread the blight of pretense over his own good faith? Here is a thought for the person who has an advertisement inserted in the Examiner, as well as for the one who reads the advertisement, to ponder.

Fake news in the Examiner, is no novelty. A cablegram from the Emperor of China, coming with such speed that, as a scientific proposition, it must have arrived before it started; a message of Salisbury outlining secrets of policy carefully hidden from the English nation; the Cisnerous novelette; the phantom charity inspiring a baseball tournament--all these were fakes and never seriously regarded as otherwise. But the advertisement believed to be secure from the assaults of yellow journalism, had its fair name besmirched. It has been lured into the Examiner and its reputation so endangered that the only salvation is for it to get into better company. Why should a woman declare she wanted roomers, having no rooms to rent? Why should a man seek a situation, already having a good one? Alas! the virtue of the "want ad." has been sapped by the Examiner and the chromo.

The paper made known the evil of giving a chromo to every one bringing a "want ad." Many desired a chromo either to keep or bestow upon an enemy. Wherefore they flocked to the Examiner, declaring the eligibility of rooming apartments which had no existence, offered for sale things they never had and gave as addresses numbers where they were strangers. Thus yellow journalism succeeded in leading astray first the advertisers, second the readers of the advertisement had no means of knowing the snare set for

his feet. Happiness reigned in the office of art and artfulness, the want ads stretched to pleasing length and there was riddance of the chromos. To interfere with that happiness now appears to be a duty. As to the full extent that the passion for chromos has vitiated the standing of the Examiner "want ads." generally there is only one way to find out. A few samples may be cited, however, and doubtless more than one weary mortal could extend this list.

Here is one:

> PIANO for sale cheap on account of departure for the East. 2262 Franklin St.

The house mentioned is vacant and for rent.

This is not a bad stroke and is worth a large chromo of varied tints.

> 1915 Webster - 2 or 3 handsomely furnished rooms; housekeeping use of bath; kitchen.

Ex-Mayor Ellert, who lives at this number, does not deny that it has handsomely furnished rooms, but they are used for family purposes and are not for rent. Mr. Ellert is inclined to regard the matter as a joke, knowing that no advertisement was inserted by anyone having a right to do so. He is amused by the people who confidently call to inspect the apartment, but courteously refused the best offers they can make. Whether the callers extract much hilarity from the affair does not appear, but the Examiner extracted the price of the ad., and somebody extracted the chromo. Yesterday two ladies were surprised to find that the Ellert kitchen and bathroom were regarded as private. Then they bethought them that perhaps the people next door had advertised, but inquiry proved this not to be the case. In an entirely pleasant way the Ellerts would like it understood that they were not renting rooms.

FOR SALE--Lodging House
40 rooms; rent cheap; reason
for selling, failing health.
Apply 922 Post St.

The peculiarity of this is that the house is not for sale, that there is no failing health, and that the land-lady, Mrs. Thomas, has no intention of moving, as she has been for years in the place and has prospered, holding possession by the terms of a long lease.

An advertisement of rooms at 1100 Sacramento was also ascertained to be a fake. The people living there not only do not rent rooms and have none to rent, but have been much annoyed by applicants brought thither by the Examiner's promise of "a fine marine view."

There is a pathetic side of the matter. When a person out of employment and anxiously seeking it notices an advertisement which seems to promise a chance to work it may easily happen that to reach the place involves an expenditure of money, money naturally being scarce, or a long and dreary tramp. To find at the end of the long journey that the destination is a vacant lot or a house where nothing is offered, one is disheartened. One girl who has had many experiences, all of them due to the Examiner, told yesterday a measure of her troubles.

Seeking work as a domestic she had gone to 1621 Leavenworth street. There she was told that the people had not advertised and they had been "pestered to death" by applicants. At 715 Ellis this was duplicated, and again at the Strauss house at the corner of Post and Leavenworth, and was continued to Hyde, Fillmore, Sutter and Post. A number on California was entirely fictitious. One in the Western Addition was imaginary, but would have fallen in a vacant lot. So, disheartened and footsore she returned from a vain search day after day. This girl's sister could tell even a more trying series of disappointments, but yesterday was out, probably adding to them.

One can readily appreciate the consequence of the Examiner's rash scheme for obtaining want ads from the chromo loving population of San

> Francisco. Doubtless many unhappy experiences also occurred as a result of the unnatural mesalliance of want ads and chromos. But even the least skeptic must glance askance at the story of the domestic servant and her sister vainly searching for employment. A strong suspicion is aroused that the author was attempting to obtain the same effect from the sympathetic reader that could just as easily have been gotten from a strong onion.

In addition to the foregoing, the same paper on its back page carried 100 inches of turgid villification of the Bulletin, together with a photostatic copy of the instructions issued to the salesmen soliciting advertising for the Bulletin.

The Bulletin on January 4 had enlisted art in the service of its war with the Call. The back page was entirely devoted to Spreckels, together with a cartoon five columns wide and 9½ inches long, showing Leake, editor of the Call, staggering under a load that consisted of the Call building. Spreckels' head was sticking out of the top window, and one leg, which was extremely elongated, because of activities of Spreckels' leg-pulling associates, stretched down to the bottom of the building. Leake's arm was wrapped around the leg, while he at the same time was signing a check for $50,000 on a table near by.

A banner stretched across the page announced:

SPRECKELS AS A BUSINESS
AND POLITICAL FAILURE

- - - -

CONSPICUOUS CHIEFLY FOR
HIS BLUNDERS

- - - -

UNBROKEN RECORD AS A MAKER
OF STUPENDOUS MISTAKES

- - - -

SUGAR SACK RAPIDLY DIMINISHING
UNDER HIS MASTERLY MIS-
MANAGEMENT

- - - -

BUSINESS METHODS AS THEY ARE
PRACTICED BY THE Call

- - - -

On January 5 the Bulletin started an attack on John D. Spreckels with a series of illustrated invectives in five lessons, lasting from January 5 to January 8.

Lessons on January 5 filled the entire back page. The illustration, surrounded by heavy black borders, was five columns wide and 9½ inches deep. A long black leg with the foot sticking in the air had four of Spreckels' associates dancing on it.

The Bulletin on January 5 published an editorial attacking the political ethics of the owner of the Call as a consequence of his difference with the Republican Party over the annexation of Hawaii:

A TRAITOR TO HIS PARTY

> A man with ordinary sense of honor would not hold on to a position of leader of a party while in fact working to defeat the party he assumes to lead.
>
> When doubt of political integrity is added to doubt of intellectual capacity the question becomes pressing.

In this issue was a resolution by a fictitious club, dubbed the Commonsense Club, which, combining sarcasm, ridicule and literary verisimilitude,with copious "whereases," "petitioned" the Superior Court to appoint a guardian for John D. Spreckels.

The invective increased and on January 11 the Call made this ominous threat against the Bulletin:

A CHICKEN HEARTED BOODLER

> The prospect that one of its editors will soon be compelled to appear at the bar of the Superior Court to answer a charge of criminal libel seems to have completely unnerved the Mission St. Boodler.
>
> ...the Boodler sought to engraft the law of agency upon the law of libel....that the editor is not criminally responsible for what appears in its columns.
>
> ...The Boodler ought not to be afraid of jail. ...There is nothing serious about putting the Boodler's crew in jail. A jail is the proper place for all journalists who commit unjustifiable libel.

But nobody went to jail and gradually the turmoil subsided. It is an interesting exhibit of the bitterness engendered by the break-neck competition of the period.

# HISTORY OF THE PHYSICAL GROWTH AND TECHNOLOGICAL ADVANCE OF THE SAN FRANCISCO PRESS

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# HISTORY OF THE PHYSICAL GROWTH AND TECHNOLOGICAL ADVANCE OF THE SAN FRANCISCO PRESS

## CHRONOLOGY

A List of Important Dates in the History of Printing and the Development of Journalism

1615 - Newspapers began to appear in Germany.

1625 - First newspaper established in London.

1639 - The first printing press in America established under the direction of Stephen Daye at Cambridge, Massachusetts.

1660 - The term "advertisements" began to be used by English publications.

1685 - William Bradford, famous early American printer, established a press at Philadelphia.

1688 - Printing presses forbidden in the colony of New York by royal authority.

1690 - The first paper mill in America established at Germantown, Pennsylvania.

September 25 - The first American newspaper, Public Occurences, issued at Boston. Suppressed by the colonial government after the first printing.

1695 - Journalists referred to as "editors" rather than "authors" of newspapers.

1702 - The first London daily appeared.

1704 - The Boston News-Letter founded, first successful newspaper in America.

May 8 - American Newspaper advertising began.

1712 - The first newspaper in Spanish America published in Chile.

1732 - Poor Richard's Almanack published by Benjamin Franklin.

1734 - The New York World involved in the first newspaper libel suit in America.

1735 - The first American type foundry established at Philadelphia by Christopher Sauer.

1771 - There were twenty-five newspapers in America.

1774 - The use of chlorine as a bleaching agent made possible the manufacture of white paper from rags which were not white.

1775 - There were thirty-seven newspapers in America.

1784 - The American Daily Advertiser, first daily in the United States, founded at Philadelphia.

1785 - The New York Daily Advertiser was the second daily newspaper in the United States.

1790 - The method of giving gloss to paper by hot pressing was introduced into England.

1813 - Stereotyping introduced into America by David Bruce.

1816 - There were seven daily papers in New York City. The Mercantile Advertiser was the largest with a circulation of 2,250.

1820 - The first illustrated ad for shoe blacking, appeared in a London weekly.

1821 - First attempt was made to set type by machinery.

1827 - The first paper-making machine in the United States was put into operation at Saratoga, New York.

1832 - The first printing-press arrived in California.

The first cylinder press in America was built by Robert Hoe.

1834 - California's first printed matter was issued at Monterey.

There were fiftoen daily newspapers in New York City. The largest had a circulation of 6,000.

1835 - Wood engraving began to be developed in America.

1838 - The first successful type-casting machine was invented by David Bruce, Jr.

1839 - A printing office was established at Sonoma by the Mexican government.

1846 - The first rapid cylinder press was patented by Richard M. Hoe.

August 15 - The first newspaper in California, The Californian, was published at Monterey.

October 24 - A handbill, California Star, appeared on the streets of Yerba Buena. It was the first newspaper in the bay area.

1847 - January 9 - The first formal edition of the California Star was published by Samuel Brannan.

January 30 - Yerba Buena was officially renamed San Francisco.

February 6 - The first auctioneer's ad was inserted in the California Star.

May 6 - The Californian moved from Monterey to San Francisco. It was the second newspaper in the bay area.

May 22 - First edition of The Californian appeared in its new location.

1848 - January 1 - The population of San Francisco was 800.

January 24 - Gold discovered at Sutter's Mill.

New York Associated Press Founded.

March 15 - The Californian published the first news of the discovery of gold.

April 1 - The California Star published the first "booster" edition, and more than 2,000 copies were sent East by mule train.

May 27 - Mellus and Howard, dealers in hides and tallow, inserted the first gold ad in the California Star.

June 2 - The gold rush forced the Californian to close its door.

June 14 - The California Star stopped publication on account of the gold stampede, leaving California without a newspaper.

1848 - November 18 - The first newspaper merger in California occurred when both San Francisco journals were combined into the Star and Californian. Publication resumed under management of Edward C. Kemble.

1849 - January 4 - California's only newspaper was renamed the Alta California.

February 1 - Population of San Francisco was 2,000.

March 22 - Publication of Alta California suspended on account of newsprint shortage.

April 10 - First Steamer edition published by the Alta California.

April 28 - The publishers of the Alta California founded the Placer Times, first newspaper in Sacramento.

August 1 - The population of San Francisco was 6,000.

August 25 - The Pacific News, first tri-weekly in California, was established in San Francisco. It was the first Democratic journal in California.

October 26 - Regular river-boat service to Sacramento inaugurated.

December 10 - Alta California changed to a tri-weekly.

December 24 - First great fire in San Francisco. Population of the city estimated at 20,000.

1850 - January 21 - The French journal Le Californien was the first foreign-language newspaper in San Francisco.

January 22 - The Alta California became the first daily newspaper.

January 23 - The Daily Journal of Commerce emerged as the second daily.

The first steam-powered presses were brought to San Francisco from New York in the spring.

May 4 - The second great fire started.

June 1 - The San Francisco Herald founded by John Nugent.

1850 - June 14 - Third great fire swept San Francisco.

August 3 - The Evening Picayune founded, the first evening paper.

September 1 - California Illustrated Times founded, first pictorial.

September 9 - California admitted to the Union.

December 8 - The Public Balance began publishing in San Francisco.

Wood pulp and wood fibers were introduced into the process of paper manufacture, cutting the cost of newsprint by one-half.

1851 - San Francisco's leading newspaper, Alta California, possessed three steam presses.

May 4 - Another great fire struck San Francisco.

June 6 - There were seventeen newspapers in California.

June 10 - First Vigilance Committee organized.

August 8 to 13 - The first state-wide Editors' Convention held in San Francisco. There were twenty-one newspapers in the state.

1852 - June 1 - L'Echo du Pacifique founded by E. Derbec.
June 30 - Vigilance Committee disbanded.

The first wage-scale fight between printers and publishers occurred during the summer.

A severe paper shortage threatened the newspaper industry in San Francisco in August.

September saw the founding of the German newspaper California Demokrat, which is still in existence.

In December the Golden Era, leading literary weekly, was founded.

1853 - There were twenty-seven newspapers in San Francisco.

This was a depression year in the state.

1853 - September 22 - First telegraph system in California installed between Point Lobos Lighthouse and Merchants Exchange.

In October the state telegraph system was extended to San Jose, Sacramento and Marysville.

The California Chronicle with Frank Soulé as editor was established in November.

The Oriental, a Chinese-English weekly, began publication as first regular Chinese newspaper.

The first successful American typesetting machine was patented by William H. Mitchell.

1854 - By August there were fifty-four newspapers publishing in various parts of the state.

1855 - There were eighty-two newspapers in California.

Wood pulp began to supplant rag paper.

October 8 - Evening Bulletin founded by James King of William.

1856 - There were ninety-one newspapers in the state.

January 22 - El Eco del Pacifico, first Spanish publication founded.

May 14 - James King of William assassinated by James Casey. Second Vigilance Committee formed.

May 15 - Greatest boycott in the history of journalism occurred. The Herald collapsed over night.

The News-Letter, a mere sheet of blue letter paper, was founded in July. It was extremely popular.

December 1 - The Morning Call founded

1857 - A financial panic occurred throughout the nation.

April 13 - Evening Bulletin appeared as the first edition to use California-made paper.

The Gleaner, first Jewish publication, established during the year.

1858 - There were eighty-nine existing newspapers and periodicals in California.

Butterfield Overland Stage inaugurated.

1859 - The first Italian newspaper, La Voce del Popolo, founded by G. B. Cevasco. It is still publishing in San Francisco.

1860 - There were forty-three newspapers and periodicals in San Francisco. The first official census of the city showed a population of 56,802.

The State telegraph system was extended to Los Angeles, a village with a population of 4,385.

April 13 - First Pony Express mail arrived in Sacramento. It was received in San Francisco the next day.

1861 - The bombardment of Fort Sumter on April 14 opened the Civil War.

April 24 - The Alta California issued the first war extra.

June 29 - Decked heads and the newspaper summary lead hailed the appearance of action headlines.

The first horse-drawn street car marked the opening of San Francisco's urban railway system.

October 13 - Transcontinental telegraph service established. The Evening Bulletin celebrated the appearance of its initial "magnetic intelligence" with the first large headlines printed in San Francisco.

1862 - Silver mines discovered in the Comstock Lode, Nevada.

1863 - The Democratic Press was founded in San Francisco.

Construction of transcontinental railroad began.

The railroad to San Jose was completed.

1865 - January 16 - Daily Dramatic Chronicle founded by Charles and M. H. de Young.

1865 - April 15 - The Dramatic Chronicle scooped the city with its story of Lincoln's assassination. First use of woodcuts in connection with a news item.

July 12 - The Examiner began publication. It was the continuation of the Democratic Press which was wrecked by an angry mob after the death of Lincoln.

William A. Bullock of Philadelphia invented the first press to print from a continuous web of paper.

1867 - The first type-foundry established in San Francisco by William Faulkner & Son.

The Dramatic Chronicle attempted to publish a column of sporting news but met with little success.

1868 - September 1 - The prefix "Dramatic" was dropped from the Chronicle's logotype.

Chalk plates began to supersede woodcuts for printing illustrations.

1869 - Eight-feeder rotary presses installed by the Evening Bulletin and Morning Call had a capacity of 16,000 sheets per hour, printed on one side.

May 10 - The transcontinental railroad was completed in Utah.

1870 - The population of San Francisco was 149,473.

The leading newspapers were four-page "blanket sheets," containing 60% advertising, 40% news. Literary departments began to appear.

The American Press Association was organized.

1871 - Evening Post founded.

Photo-engraving first employed in Paris, France.

1872 - Daily Evening Report founded, predecessor of the San Francisco News.

December 14 - The Chronicle issued the first double-sheet edition of a Sunday newspaper.

1873 - First cable car put into service on Clay street.

1873 - First stereotyping equipment installed by the Chronicle.

December - California Posten, first Danish weekly founded.

1874 - The Consolidated Virginia Mine heralded the opening of the Comstock mining boom.

October 4 - The first full-page advertisement appeared in the Chronicle.

1876 - The weekly Alta California, four pages, size 41 by 58 inches, was the largest news sheet ever printed in San Francisco.

1877 - Depression year in the United States.

First telephone exchange on the Pacific Coast opened here. First telephone line for practical use connected the News-Letter with the home of its publishers.

The Evening Bulletin installed the first Hoe web-perfecting press which printed on both sides from a continuous web of paper, capacity 18,000 folded copies per hour.

1878 - The Point system in manufacture of type introduced in Chicago.

First electric plant installed in San Francisco.

1879 - La Colonia Svizzera, first Swiss publication, founded. It was printed in Italian. Still publishing.

The first Swedish newspaper, Stilla-Hafs-Posten, founded.

September 29 - The Chronicle installed modern newspaper plant in its own building on the north-east corner of Kearny and Bush streets, and purchased two Hoe web-perfecting presses, each capable of printing 33,000 copies per hour.

1880 - The Federal Census tallied San Francisco's population at 233,959.

There were twenty-one daily newspapers in the city, including the foreign-language publications.

1880 - Half-tones came into use.

The first Portuguese newspaper, Voz Portuguesa, founded.

1882 - Photographic dry plates developed.

1883 - Joseph Pulitzer's New York World startled the public with sensational journalism.

Ottmar Mergenthaler completed his first type-casting machine.

1884 - George Eastman perfected photographic film, paving the way for pictorial newspapers.

1885 - The Alta California became the first regular eight-page newspaper in San Francisco.

The linotype machine was perfected by Mergenthaler.

National advertising became an important branch of newspaper advertising.

Newspaper space given to advertising declined to 40%.

Large, special, and Sunday editions became popular.

1886 - January 1 - The Chronicle issued a 20-page edition. The Alta California issued a 24-page edition.

The New York Tribune was the first newspaper to install linotype machines.

1887 - March 4 - William Randolph Hearst acquired the Examiner.

March 27 - The Examiner superimposed an advertisement over the news on its entire front page.

April 29 - The Examiner first used "oars" next to its masthead.

The Point System was adopted by the United States Typefounders Association, and the manufacture of type was standarized.

1888 - An automatic typo-casting machine was invented by Henry Barth of Ohio.

1889 - The Examiner purchased two huge presses capable of 576,000 sheets per hour.. They were Hoe web-lightning presses, featuring a device for printing supplemental inserts simultaneously with the main edition.

1890 - San Francisco was the eighth largest city in the United States with a population of 298,997.

Photo-engraving process first used here by commercial printers.

1891 - The Alta California, oldest newspaper in the city, ceased publication.

1892 - Pulitzer used the first banner headline in the United States.

1893 - Color presses were invented.

The Examiner brought the first linotype machine to San Francisco.

Sloboda, first Serbian weekly, established.

May 29 - The Evening Bulletin discarded its blanket sheet. It was the last newspaper to change its format.

June 5 - The Columbian Fair edition of the Examiner was the largest in the country.

1894 - The first Japanese newspaper, New World (Shinsekai) founded.

1895 - The Rembrandt photogravure process invented in England.

The Evening Post installed five linotype machines.

Zinc etchings first used by San Francisco publications.

1897 - April 18 - The Examiner issued the first Sunday edition in colors. First comics appeared.

The Klondike gold rush began.

April 21 - The United States declared war on Spain. San Francisco became a military base for operations in the Phillipines, banner headlines became a daily feature of San Francisco's press war reporting.

1900 - The Federal Census gave the city a population of 342,782.

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